

For Six Month Period Ending DEC 31 1990

(Insert date)

Name of Registrant

Registration No. 769

Japan National Tourist Organization

Business Address of Registrant

630 Fifth Ave., Suite 2101
New York, NY 10111

I—REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position

Date Connection
Ended

INTERNAL SECURITY
SECTION
REGISTRATION UNIT

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4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
 Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
 Yes ☐ No ☐

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II--FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of Termination

9. Have you acquired any new foreign principal¹ during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

Japan Natonal Tourist Organization

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policy of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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Please see Schedule "B" attached hereto.

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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Please see Schedule "B" attached hereto.

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches

☐ Other (specify) _____ N. A.

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

☐ Public Officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____ N. A.

21. What language was used in this political propaganda:

☐ English ☐ Other (specify) _____ N. A.

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

N. A.

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act?

Yes ☐ No ☐

N. A.

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes ☐ No ☐

N. A.

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

N. A.

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A⁶ Yes ☐ No ☐
 Exhibit B⁷ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represent during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes ☐ No ☐

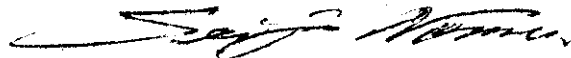
If no, list names of persons who have not filed the required statement.

N.A.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)



Seiji Noma

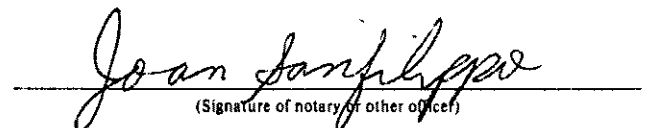
Deputy Director, New York

Japan National Tourist Organization

Subscribed and sworn to before me at New York, N.Y.

this 15th day of February, 19 91

JOAN SANFILIPPO
Notary Public, State of New York
No. 24-4652978, exp. 12/31/92
Comm. Exp. 1/31/92


(Signature of notary or other officer)

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

PRINTED MATERIALS

1. JAPAN Travel Companion
2. JAPAN Tour Planning Guide
3. JAPAN - Images and Reflections
4. Economical Travel in Japan
5. Tokyo
6. Fuji-Hakone-Kamakura-Nikko
7. Kyoto-Nara
8. Osaka-Kobe
9. Hokkaido
10. Tohoku
11. Takayama
12. Splendor of Central Japan
13. Southern Japan
14. Map of Japan
15. Map of Tokyo
16. Map of Kyoto-Nara
17. Hotels in Japan
18. Japan Ryokan Guide
19. Youth Hostels in Japan
20. Reasonable Accommodations in Japan
21. Time Table
22. Tourist Handbook
23. Tour Listing 1988
24. Japan Travel Manual
25. Travel-Phone
26. Posters (about 15 kinds)
27. Film List: The Fascination of Japan
28. News Releases
29. Customs Hints

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT

JAPAN NATIONAL TOURIST ORGANIZATION

SCHEDULE A, ITEM 11

The activities engaged in by the Registrant were devoted entirely to the promotion and stimulation of international tourism on behalf of its foreign principal, the Japan National Tourist Organization located in Tokyo, Japan.

The Registrant, located at Rockefeller Plaza, 630 Fifth Avenue, New York, New York is operated as a tourist information center. At the same time, it conducts publicity, distributes travel folders and pamphlets, participates in fairs and expositions, conducts investigations and research and performs any other acts to achieve the best results for the promotion of tourism in Japan.

Funds for this purpose were received from the foreign principal, as stated in ITEM 14, (a) SCHEDULE B included in the attached statement.

These funds were expended by the Registrant as indicated in detail in ITEM 15 (a) SCHEDULE C attached hereto. SCHEDULE C-1 of such statement is a breakdown of payments made for advertising and public relations expenses.

In addition, following is a summary of the Registrant's activities directed to the general public and travel trade personnel.

July 1, 1990 - December 31 , 1990

Advertisement

Oct. :Travel Weekly
Travel Agent
Chicago Tribune
Los Angeles Times
New York Times
San Francisco Chronicle
Washington Post

Nov. :Travel Holiday
Tour And Travel News
Dec. :Tour and Travel News
Travel Holiday

PUBLIC RELATIONS NEWS RELEASE REPORT 1990
(July through December)

News Releases

- 1) "Nagasaki's First Expo in 56 Years Opens Aug. 3"
Released: July 11, 1990, 2 pages
- 2) "Adventurous Americans Check-In To Japan's Bed & Breakfasts"
Released: August 1990, 3 pages
- 3) 1)"Two Billion Dollar Twin Dome Project: Only The Beginning For Fukuoka's Future"
Released: Feb 22, 1990, 3 pages
2)"Fukuoka Fact Sheet"
Released: Feb. 22, 1990, 4 pages
3)"Human Crossroads Fukuoka" Brochure
Released: Feb. 22, 1990, 22 pages
- 4) "Do Americans Mean Business In Japan? JNTO Survey Reveals Surprising Insights"
Released: Oct. 3, 1990, 3 pages
- 5) "Japan Is Poised To Become A Major Player In The Pacific Rim Convention Boom"
Released: Oct. 4, 1990, 2 pages
- 6) "Japan Travel News" (Roundup)
--Japan Rail Pass Tenth Anniversary
--New 55-Minute Airport Train Transfer
--U.S./Japan Visa Waiver Agreement
--Sapporo Snow Festival
--Hotel Mt. Fuji In the Clear
--New Tokyo Telephone Numbers
Released: Dec. 17, 1990, 4 pages
- 7) "Japan Tourism Topics 1990/91" -- Released: Jan 1, 1990, 6 pages

--Foreign Travelers To Japan Reach A Record 3 Million In 1990
--Reservation Centers For Reasonably-Priced Accommodations Open April '91
--New Express Train To Ease Narita Airport Traffic
--Japan Rail Pass Celebrates Tenth Anniversary In 1991
--Japan Considers New Routes For Increased Exchange With The Soviet Union
--East Asia Travel Assoc. Celebrates 25th Anniversary In 1991
--Osaka's Expo '90 Attracted 23 Million Visitors; Site To Become A Park
--Yokohama Convention Plaza Opens Aug. 1991
--New U.S./Japan Routes Launched By Carriers In '91
--Intense Congestion At Narita And Osaka Airports Push Local Airport Expansion

PRESENTATION & SPEECHES

- July * Ms. Suematsu gave a presentation on Japanese tourism developments in Manhattan, NY to 50 representatives of travel agents.
- October * Mr. Ono gave a presentation on Japanese convention & tourism development in Manhattan, NY to 60 representatives of travel agents.

SCHEDULE B, ITEM 14 (a)

July 1 Dec. 31, 1990

Receipt - Monies

July	\$ 52,323.83
August	82,261.96
September	74,114.51
October	81,872.88
November	90,658.27
December	117,066.76
Amount Brought Over From June 30, 1990	66,335.17
<u>Total</u>	<u>\$ 564,633.38</u>

SCHEDULE C , ITEM 15 (a)
July 1 - Dec. 31, 1990

Disbursement - Mony
Disbursement by Month

July	\$ 80,130.56
Aug.	67,578.27
Sep.	71,650.15
Oct.	82,317.02
Nov.	72,950.83
Dec.	118,301.55
<u>Total</u>	<u>\$ 492,928.38</u>

Disbursement by Nature

Allowance to Staff	\$ 239,070.12
Employee's Pay	52,583.71
Office Rent	80,101.59
Office maintenance	25,401.72
Travel Expenses	3,854.83
Business Expenses	79,740.74
Ad. & PR	12,175.67
Convention	0
<u>Total</u>	<u>\$ 492,928.38</u>

Japan National Tourist Organization

SCHEDULE C-1 , Item 15 (a)

Disbursement in connection with Advertisement
and Public Relations

July	Ad	\$ 5,083.31
	PR	839.50
Aug.	Ad	0
	PR	678.09
Sep.	Ad	1,394.09
	PR	559.38
Oct.	Ad	525.60
	PR	1,799.49
Nov.	Ad	0
	PR	447.81
Dec.	Ad	0
	PR	848.40
<u>Total</u>		\$ 12,175.67



JAPAN NATIONAL TOURIST ORGANIZATION

ROCKEFELLER PLAZA, 630 FIFTH AVENUE, NEW YORK, N.Y. 10111 • TEL: (212) 757-5640 • FAX (212) 307-6754

FOR IMMEDIATE RELEASE

CONTACT: Grace Herget
212/757-5640

NAGASAKI'S FIRST EXPO IN 56 YEARS OPENS AUG. 3

NEW YORK, July 11 -- Nagasaki's first exposition in 56 years opens Aug. 3. The "Nagasaki Journey Exposition 1990" will run for three months through Nov. 4 highlighting this city's exotic history.

Although most Americans know Nagasaki as the target of the second atomic bomb dropped in World War II, Nagasaki's more exotic history and strong ties to the western world go back to the Edo period. For 220 years from 1638 to 1858, Nagasaki was Japan's only port open to foreign trade. As foreign culture and technology funneled through, a charming blend of Western, Chinese and Japanese influences formed a unique local culture.

The expo organizers, Nagasaki prefectural and city governments, plan to bring this history and culture to life for an expected 1.5 million visitors at three main sites -- Matsugae Site, Glover Garden Site and the Koshi-byo Site.

By taking advantage of Nagasaki's famous harbor area, the main expo site will be Matsugae, a wharf which nows serves as a major international port. A 446-foot Sky Tower and a special events stage seating 1,000 were built for the expo on this site. In addition, a model recreation of Dejima Island has been constructed. This island was the only place in Japan where Westerners, first the Portuguese and then the Dutch, were allowed to live from the 1630s to 1856.

The model island measures 6,360 square feet, only one third the size of the original, and strives to capture the atmosphere of Nagasaki during its trading heyday. Dubbed the "Nagasaki Story Pavilion," the island will house the "Holland Residence," "Portugal House" and "House of Modern Times."

- more -

Tokyo	Chicago	Dallas	San Francisco	Los Angeles	Toronto	Mexico City	São Paulo
London	Paris	Genève	Frankfurt	Bankok	Hong Kong	Seoul	Sydney

The Glover Garden Site, named after the legendary British merchant Thomas Glover whose original residence is still intact, is located on the "Minami Yamate" hillside and offers a breathtaking view of Nagasaki harbor. Glover Garden is expansive and contains several 19th Century European buildings furnished with antique artifacts of the day. For the expo, special pavilions will be built by the United States, the Soviet Union, Holland, France, England, and Spain and Portugal together. All have historical ties to the area.

The third main site is Koshi-byo, which means Confucian shrine. Founded in 1893 and built by Chinese citizens living in Nagasaki, it remains a highly regarded monument. Next to the shrine is the Chinese History Museum which exhibits objects on loan from Beijing's Chinese National History Museum. For the expo, this museum is loaning 150 objects that have never before left Chinese soil.

Between August 9 and 15, the anniversaries of the atomic bombing of Nagasaki and the end of World War II, the expo will hold symposia, discussions and exhibits focusing on war and peace. These will be held at the Heiwa Kaikan Hall with free admission.

Admission to the Expo is Y2,580 (\$17*) for adults, Y1,650 (\$11*) for high school students, Y1,340 (\$9*) for junior high school students and Y520 (\$3*) for children three to six years. Children under three are free.

The Japan Rail Pass is the most economical way to get to Nagasaki. A one-week coach pass is Y27,800 (\$181*). Nagasaki is eight hours and 30 minutes by bullet train and connecting limited express from Tokyo via Fukuoka (Hakata). One-way fare for this rail ticket (purchased without a Rail Pass) is Y22,850 (\$148*). From Kyoto, via the same route, it takes six hours and the one-way fare is Y16,750 (\$109*). Nagasaki is two hours by plane from Tokyo for Y31,100 one-way (\$201*) and one hour 15 minutes from Osaka for Y19,000 one-way (\$123*).

For more information contact the Japan National Tourist Organization (JNTO) at 630 Fifth Ave., #2101, New York, NY 10111. JNTO was founded in 1964 by the Japanese government and is based in Tokyo with 16 offices worldwide including Chicago, Dallas, Los Angeles, San Francisco and Toronto.

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*Dollar amounts calculated to the nearest dollar using \$1=Y154. Y = Yen.



JAPAN NATIONAL TOURIST ORGANIZATION

ROCKEFELLER PLAZA, 630 FIFTH AVENUE, NEW YORK, N.Y. 10111 • TEL: (212) 757-5640 • FAX (212) 307-6754

RELEASE AT WILL
August 1990

CONTACT: Grace Herget
212/757-5640

ADVENTUROUS AMERICANS CHECK-IN TO JAPAN'S BED & BREAKFASTS

Say the word pension and you naturally think of Europe. But say "Pension Tengallon Hat" and what comes to mind? Texas? Try Japan, pardner. That's right, the Japanese borrowed, adapted and have enjoyed this western idea since the '70's. They also have two Japanese versions of a pension known as "minshuku" (guesthouse) and "ryokan" (inn). Now, budget-conscious American travelers are checking them out.

Pensions are small, family-owned western-style inns near tourist attractions and mountain resorts. The idea is European, but the decor and experience are geared mainly to young Japanese as an ideal American setting. They average 10 to 12 rooms with private bath and toilet and run about \$53 per person with two meals.

Minshuku are traditional Japanese private homes turned guest houses with an informal, homey atmosphere similar to an American bed & breakfast. Like pensions, minshuku are small with seven to 10 rooms and found in remote spots near historic sites and tourist areas. Guests sleep on a futon and share bath and toilet facilities for about \$33 per person with two meals.

Reasonable ryokan are the most economical version of a traditional Japanese inn. They offer no elaborate gardens nor amenities nor the complete service that deluxe inns offer, but for the price -- about \$27 a person (no meals) -- these inns are a deal. For many years they catered to traveling Japanese businessmen until newer, western-style business hotels nearly put them out of business. Some closed but 70 remain as the "Japanese Inn Group" serving foreign travelers who are looking for an economical experience in large Japanese cities. Guests sleep on a futon and usually share bath and toilet.

The Japan National Tourist Organization (JNTO), founded in 1964 by the Japanese government, promotes tourism to Japan. Based in Tokyo, JNTO has 16 offices worldwide including Chicago, Dallas, Los Angeles, San Francisco and Toronto.

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Tokyo	Chicago	Dallas	San Francisco	Los Angeles	Toronto	Mexico City	São Paulo
London	Paris	Genève	Frankfurt	Bankok	Hong Kong	Seoul	Sydney

THREE TYPES OF JAPANESE REASONABLE ACCOMMODATIONS COMPARED

The Japan National Tourist Organization has provided the following general descriptions only to familiarize travelers with these accommodations since services will vary.

	<u>MINSHUKU</u>	<u>PENSION</u>	<u>REASONABLE RYOKAN</u>
Definition	Japanese-style guest house (private homes like our bed & breakfast)	Western-style small resort lodging w/emphasis on nature & outdoor activities	Most economical version of a traditional Japanese inn
Atmosphere	Informal, homey... Contact w/other guests...Family-owned & operated plus family fishing & farming, too	Informal... Contact w/other guests...Mostly family-owned & operated with some outside staff	Informal... Some contact w/guests... Sometimes family-owned & operated but usually has outside staff
Average Price Per Person Per Night*	Y5,000 (\$33*) w/2 meals	Y5,000 (\$33*) w/no meals Y8,000 (\$53*) w/2 meals	Y4,000 (\$27*) w/no meals If available, breakfast & dinner are extra
Average No. of Rooms	7 - 10	10 - 12	12 - 20
Location	Near historic sites, country villages, major tourist areas	Mainly near seaside & mountain resorts...60 percent are in Nagano Prefecture (Japan Alps)	Major tourist cities and areas
Toilet/Bath Facilities	Usually only Japanese-style shared toilet & bath available...May be on different floors...No towel provided	Both shared & private toilet & bath...western-style & Japanese available...Some provide towel	Both shared & private Japanese-style toilet & bath available... Some provide towel
Bedding**	Japanese-style futon... Tatami-mat room with minimal furnishings... Guests lay out bedding	Western-style bed... Western-style fixtures and furniture... Maid turns down bed	Japanese-style futon... Tatami-mat room w/minimal furnishings... Guests lay out bedding

*Rates are averages and based on double occupancy. Add 3 percent tax but no service charge or tipping. Rounded-off dollar amounts calculated using Y150 = \$1. Y = Yen.

**A futon is a traditional Japanese thick mattress made of soft, fluffy quilted layers padded with cotton batting. A bottom and top cotton sheet and another quilt are added for a cozy but firm sleeping place on the floor. A standard tatami mat measures a bit larger than 5 by 3 feet. A typical guest room is six mats or about 100 square feet.

THREE TYPES OF JAPANESE REASONABLE ACCOMMODATIONS COMPARED
(Continued)

	<u>MINSHUKU</u>	<u>PENSION</u>	<u>REASONABLE RYOKAN</u>
Meals (Usually eaten between 6 & 9 p.m.)	Simple Japanese dinner & breakfast homecooked by mama-san with an emphasis on seafood & fresh vegetables... No choice in mealtime or selection...Guests eat family-style (same table) w/Japanese seating...Beverages cost extra	Sophisticated full-course French dinner & American breakfast... Pride themselves on homegrown vegetables & homemade cheeses & ham ...Some choice in mealtime & selection... Separate western-style dining tables... Beverages cost extra	Japanese, western and & continental breakfast choice usually available for additional cost... Japanese dinner sometimes available for extra cost ...Some choice in mealtime & selection (see breakfast described above)...Beverages cost extra
Check-in/out Curfew	3 p.m./10 a.m. Yes...Usually 10 p.m.	3 p.m./10 a.m. No...But check w/owner	3 p.m./10 a.m. Yes...Usually 11 p.m.
Language	Very little English	Some English	Some English
Reservations	Directly by mail or phone from the U.S. using JNTO's listing... In Japan, through a travel agent or at a lodgings information window (annaijo) in a train station...See Kintetsu International under ryokan column... Or visit the Minshuku Reservation Center in Tokyo Central Station's underground shopping arcade (B1)...For information in English tel. (03)274-6677...reserve in person only...¥1,000 deposit required...¥500 correspondence fee... ...10 a.m.-7 p.m. except Sun. & national holidays	Directly by mail or phone from the U.S. using JNTO's listing... In Japan, through a travel agent or at a lodgings information window (annaijo) in a train station...See Kintetsu International under ryokan column...	Directly by mail, phone or fax from the U.S. using JNTO's listing... In Japan, through a travel agent or at a lodgings information window (annaijo) in a train station... KINTETSU INTERNATIONAL... One tour operator in the U.S. books these inns <u>only</u> as part of their independent package called "Ichiban Week" which includes airfare... Kintetsu International Express, 1270 Avenue of the Americas, New York, NY 10020...(800)422-3481 or (212)632-3740



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TWO BILLION DOLLAR TWIN DOME PROJECT: ONLY THE BEGINNING FOR FUKUOKA'S FUTURE

NEW YORK, Nov. 27, 1990 -- Stealing the spotlight from Tokyo is no easy feat, but one Japanese city is nipping at its heels. Fukuoka, the commercial capital of Kyushu, southernmost of Japan's four main islands, is aggressively positioning itself as Japan's gateway city to Asia.

Fukuoka's geographic and historic ties to Asia for centuries have played a major role in what is today Japan's eighth largest city (population 1.2 million) whose greater metropolitan area is the nation's fourth largest economy. But that's not enough to earn status as a first-class international city, so Fukuoka has plans for urban redevelopment projects totaling Y764 billion (\$6 billion*) over 10 years.

Twin Dome City Project

The Seaside Momochi area, a reclaimed land development covering 340 acres (138 hectares) facing Hakata Bay on Fukuoka's west side, is the site for four major developments. The largest is the "Twin Dome City" project now under construction by Japanese retail giant, the Daiei Corp. With an investment of Y260 billion (\$2 billion*), plans are to build the world's first two-way, open-roof Sports Dome, a Fantasy Dome amusement park and a 1,000-room hotel. Once complete, Twin Dome City is expected to attract 7 million visitors a year to Fukuoka.

Who will it attract? Baseball fans, of course. Baseball is not only Japan's national pastime, but a national obsession. So it's only fitting that the professional hometeam, Fukuoka Daiei Hawks, has the best facility. When completed in spring 1993, the Sports Dome also will be used for other sports events and conventions. The roof opens two ways: a parallel opening for football similar to Toronto's Skydome -- the only other dome in the world with an open-roof system -- and a shell-shaped opening for baseball seating 35,000. Japanese architect Arata Isozaki designed the dome exterior in an ancient Roman colosseum style rising 80 meters (264 feet) high and 200 meters (660 feet) in diameter.

- more -

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The Fantasy Dome amusement park will be completed last since 43 applications, submitted earlier this year, are being judged in an international competition for the total concept and design of this dome. Of the 16 foreign applications, 11 were from the United States, four from Europe and one from Canada.

The luxury international resort hotel will have facilities to host meetings and conventions after completion in spring 1995, just in time for the 1995 Universiade, or Olympic Games for university students, which Fukuoka will host in August 1995.

Universiade Games 1995 in Fukuoka

Organizers expect this 12-day event, held in odd-numbered years except for the year of the Olympics, to include 6,000 athletes from 130 countries, the largest participation in the event's history which began with the 1957 Universiade games in Paris with 36 countries represented. The games are well-known in Japan which has been the host country twice, Tokyo in 1967 and Kobe in 1985. Americans will become more familiar with the games when Buffalo, N.Y., hosts the 1993 Universiade, a first for any U.S. city.

Tourism Becomes A Priority

Successfully pulling off this large-scale sporting event will help Fukuoka build on its goal to attract more tourists. Tourism, specifically meetings and convention business, has been targeted as Fukuoka's best chance for the 21st century challenge. Despite a strong economy where the wholesale business is king, city planners say new industries must be developed for continued economic growth.

In typical Japanese fashion, Fukuoka obtained consensus from the central government's Ministry of Transport (MOT) by being designated in 1988 as one of Japan's 25 International Convention Cities and as one of Japan's 36 New Sites of Discovery for foreign tourists. In 1990, MOT named Fukuoka's Hakata Port the 15th Specially Designated Major Port in Japan.

Increasing Foreign Visitors

These efforts are beginning to pay off. In 1989, 140,000 foreign visitors arrived in Fukuoka, a 68 percent increase over 1988. More than half were from Taiwan and Korea arriving at Fukuoka International Airport, Japan's third largest international airport after Tokyo's Narita and Osaka International. After Korean visitors, Americans showed the second largest increase -- a whopping 85 percent -- from just over 7,000 visitors in 1988 to more than 13,000 in 1989. Most of the

Americans arrived at Fukuoka's Hakata Station, the end of the bullet train line in western Japan.

Many of the nearly 17 million tourists -- foreign and domestic -- who visited Fukuoka in 1989 were lured by the city's Asian-Pacific Exposition 1989 which attracted more than 8 million visitors during a six-month duration, exceeding the projected 7 million.

The former expo site is now Seaside Momochi which will permanently include two facilities built for the expo, Fukuoka Tower and Fukuoka City Museum. Seaside Momochi also will include a new library and the Fukuoka Soft Research Park, something similar to California's Silicon Valley. Six companies will build facilities for the research and development of computer software and hardware. They are Japan IBM, Matsushita, NEC, Fujitsu, Hitachi and Korea's Daiu.

Hotel Growth

The city has the capacity to host nearly 21,000 visitors among 264 accommodations including western-style hotels, Japanese inns and others, but Fukuoka can use more first-class properties like the three new hotels which opened in 1990. Hotel Nikko Fukuoka (360 rooms), Solaria Nishitetsu Hotel (180 rooms) and the designer Hotel Il Palazzo (66 rooms) added 606 rooms to the present 9,622 rooms now available among Fukuoka's 68 western-style hotels. In addition to the Hotel Nikko Fukuoka, reservations can be made in the United States for these first-class properties: Hotel New Otani Hakata, Nishitetsu Grand Hotel, ANA Hotel Hakata, Hakata Miyako Hotel, Hakata Tokyu Hotel and the resort Hotel Uminonakamichi. Downtown Fukuoka will have a 400-room luxury property completed in 1994 as part of the "Sun Life City" redevelopment project designed by architect Jon Jerde.

New Convention Center

Another large luxury property is planned for the new Fukuoka Convention Center site at Chuo Wharf, a 10-minutes east of Seaside Momochi along Hakata Bay near downtown. Chuo Wharf will be renovated from a strictly industrial pier to one that includes an exhibition hall, a conference hall, a hotel, restaurants and shops.

For more information contact JNTO at 630 Fifth Ave., #2101, New York, NY 10111. Telephone: 212/757-5640. Founded in 1964 by the Japanese government, JNTO promotes tourism to Japan through many activities with 16 offices worldwide including Chicago, Dallas, Los Angeles, San Francisco and Toronto.

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*Rounded-off dollar amounts calculated using the current Y130 = \$1. Y = Yen.



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FUKUOKA FACT SHEET

LOCATION

Fukuoka City is the capital of Fukuoka Prefecture located 730 miles (1,176 kilometers) west of Tokyo. It is the commercial, political and cultural center of Kyushu, southernmost of Japan's four main islands and historically considered to be the cradle of Japanese civilization. Fukuoka is the largest city in Kyushu -- population 1.2 million -- and the eighth largest in Japan. The greater Fukuoka metropolitan area ranks as the fourth largest economy in the nation. Covering 134 square miles (336 square kilometers), Fukuoka is situated around Hakata Bay facing the Japan Sea and is bordered on three sides by mountain ranges. The closest point in Japan to the Asian continent, Fukuoka has served as the gateway to Korea and China for more than 2,000 years.

GETTING THERE

By train -- Fukuoka's Hakata Station is the final stop in western Japan for the Tokaido/Sanyo Shinkansen bullet train line. Major cities with numerous daily departures and required travel times are: Tokyo (6:00), Nagoya (3:55), Kyoto (3:15), Osaka (3:00), Okayama (2:10) and Hiroshima (1:20). A Tokyo to Hakata coach ticket costs Y21,300 one-way (\$164*), or foreign travelers can use a Japan Rail Pass.

By air -- Fukuoka International Airport, 30 minutes by bus from downtown, is Japan's third largest international airport with 82 weekly international flights to 14 destinations and 88 daily domestic flights to 12 Japanese cities. Continental Airlines serves Fukuoka with four weekly non-stop flights from Guam (4:00) and Hawaiian Airlines is preparing for twice weekly non-stop service from Honolulu and Guam. American passengers arriving at Tokyo's Narita Airport can connect to a non-stop domestic flight (All Nippon Airways, Japan Airlines, Japan Air System) (1:40) or from Osaka Airport (1:00), (ANA, JAL).

By sea -- Hakata Pier Ferry Terminal, five minutes by car from downtown, inaugurated a new international passenger car ferry service to Yosue, Korea, in April 1990. In Dec. 1990, the second car ferry link will begin service to Pusan, Korea, followed by a hydrofoil service, also to Pusan, in April 1991.

- more -

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CLIMATE

Fukuoka's moderate climate with four distinct seasons is similar to the southeastern coast of the United States. Lying at 33 degrees latitude and 130 degrees longitude, the best seasons to visit Fukuoka are spring and autumn when May and October temperatures average 65 F. Snow is rare in winter, but travelers need a a coat for temperatures averaging 45 F. Summer months are hot, 80 F, and humid.

TOP TOURIST SIGHTS

Fukuoka Castle Ruins are what remains of a castle built in 1601 by Kuroda Nagamasa, Lord of Fukuoka. Remnants of the castle's Otemon gate and Shiomi-Yagura tower in Maizuru Park share what was once the castle's outer moat with...**Ogori Park**, a centrally located park modeled after China's West Lake, or Xi Hu. This lake provides a scenic area for strolling, jogging, and rowing boats. Cultural attractions include a traditional Japanese garden, a Noh Hall and the Fukuoka Art Museum, designed by Kunio Maekawa for a noted collection of Japanese art...The trendier **Uminonakamichi Seaside Park** along Hakata Bay is the largest government operated city park in Japan covering 1,334 acres. Main attractions include a resort hotel, a marina, an aquarium, swimming pools and, during the summer, outdoor concerts in the park...For history buffs, it's worth a visit to the **Mongol Invasion Memorial Hall** in Higashi Koen Park housing helmets, armor and weapons recovered from two battles fought desperately by the Japanese against invading Mongol armadas in the 13th century. Two typhoons, later termed "kamikaze," or "divine wind," sank the Mongol fleets. Before the second attack in 1281, the Japanese had nearly completed a huge wall around Hakata Bay to stave off the invaders. What remains of this wall, or the **Ruins of the Stone Fortification Against the Mongolian Invasion**, are found in nearby Imazu, Ikinomatsubara and Nishijin, to the west of Fukuoka...One structure in Fukuoka that dates back even before this wall is the oldest Zen temple in Japan, **Shofuku-ji**. Founded in 1195 by the priest Eisai upon his return from China, Eisai went on to found the Rinzaï Zen monasteries in Kamakura and Kyoto...the nearby **Kushida Jinja Temple** displays the largest Gion Yamagasa float depicting the legendary hero Kintaro and the tragic Empress Kenreimon-in.

SHOPPING

The heart of the city, Tenjin and the area around Hakata Station, is also the primary shopping district. Department stores, specialty shops and appliance stores offer world-class shopping nearly every day of the year from 10 a.m. to 8 p.m. Famous local handicrafts include **Hakata Dolls**, said to originate from an unglazed doll produced by a tile maker 300 years ago. Refined over the centuries, the the dolls are still made in Fukuoka today at workshops where tourists are welcome. **Hakata Textiles** are known throughout Japan for their beautiful patterns. The weaving techniques have been handed down through the years since originally brought to Fukuoka by a Chinese merchant artisan. Items made with the Hakata textiles include kimono sashes, neckties, handbags, wallets and dress material. The Hakata Textile Hall has a museum, shop and weaving room for demonstrations. **Takatori Pottery Ware** is famous for its delicate shades of copper, pale green, yellow, white and black

glazes. A local feudal lord in the 16th century brought a Korean potter to Japan to open a kiln on Mount Takatori. Visitors are welcome to this kiln which still produces tea and sake cups, bowls and tableware. **Multi-glass**, different colored layers of glass produced into a work of art, and **Hakata Champion**, a local toy made from sophisticated glass workmanship, are also popular souvenirs from Fukuoka.

NIGHTLIFE

Nakasu is the nightlife district in Fukuoka with 3,000 bars, restaurants and street vendors along the Naka and Hakata Rivers which flow through the heart of the city. Street vendors serve tasty food such as ramen noodles, oden, tempura and gyoza.

CUISINE

Local cuisine is based on the freshest ingredients from the sea and the mountains. Fresh fish is served in numerous ways, the most well-known being sushi and sashimi. **Karashi-mentai**, or cod fish roe marinated in red pepper, eaten by itself or with crackers is a famous Fukuoka treat. **Mizutaki** is chunks of chicken meat boiled in broth and seasonal vegetables then dipped in a mixture of soy sauce, bitter-orange juice and chopped green onions.

SIDETRIPS

Dazaifu, 30 minutes southeast by train, is the most popular sidetrip from Fukuoka. Dazaifu Tenmangu Shrine, dedicated to Michizane Sugawara, the God of Study, is the main attraction. Red and white flowering plum trees attract visitors in the spring praying for good luck, health and happiness and students praying before exams. Other worthwhile stops include the Komyo Zenji Temple, the Kyushu Rekishi Shiryokan Historical Museum and the Kanzeon-ji Temple bell which dates back to 746.

Karatsu, an hour and 15 minutes west by train, is now a sleepy seaside town and popular summer resort area, but in early times it was a thriving center of trade. It is most famous for its pottery ware which dates to the early 16th century. The Nakazato Taroemon Kiln has a gallery and work areas where visitors can observe apprentice potters making their wares.

Imari, one hour southwest of Karatsu by train, is worth the effort to get to Okawachiyama, where Imari pottery is made. The Imari name became famous because that was the port from which this porcelain was shipped on Dutch ships to Europe. Okawachiyama, 15 minutes by bus or taxi from Imari Station, is a tiny pottery village hemmed in on three sides by mountains. It was originally where Korean potters were forced to make porcelain for the Nabeshima domain in the early 17th century.

Arita, 20 minutes by train from Imari or a direct one hour train ride from Fukuoka city, is the birthplace of porcelain in Japan where Ri Sanpei, a Korean captive, discovered kaolin. Thousands of ceramic lovers looking for bargains visit the annual pottery fair at the end of April to shop for the world-famous Arita porcelain.

FUKUOKA FESTIVALS & EVENTS

Jan 3	Tamaseseri (Hakozaki Shrine)
Jan 8-11	Toka Ebisu (Toka Ebisu Shrine)
March	Fukuoka International Cross-country Meet (Uminonakamichi Seaside Park)
April 16-18	Shishigaku (Kashii Shrine)
May 3-4	Hakata Dontaku (Fukuoka City)*
June 5	Natsu-kito (Jotenji Temple)
July 1-15	Hakata Gion Yamagasa (Kushida Shrine)*
Aug 24-26	Nagare Kanjo (Hakata Ward)
Sep 12-18	Hojoya (Hakozaki Shrine)
Sep 23	Ohori Festival & Fireworks (Castle Ruins)
Early Oct	Nakasu Festival (Nakasu area)
Oct 16-18	Autumn Festival (Kashii Shrine)
Oct 23-24	Hakata Okunchi (Kushida Shrine)
Mid Nov	Grand Sumo Tournament (Kokusai Center)
Nov 19-20	Hayama Rites (Shishiki Shrine)
Early Dec	Fukuoka International Marathon (Heiwadai-Wajiro) Fukuoka International Women's Judo Championships (Kokusai Center)
Dec 31	Yakuyoke Rites (Wakahachiman Shrine)

***Hakata Dontaku** is one of Fukuoka's largest festivals held annually on May 3-4. On the 3rd, a parade features citizens, dressed in fancy disguise, exhorting those masquerading as legendary gods on horseback. Led by musicians playing Japanese shamisen flutes and drums, the parade begins at 1 p.m. and runs three hours. During the two-day period, entertainment is provided at 20 stages set up throughout the city. The festival was originally a procession of Hakata merchants paying their New Year visit to the daimyo in Fukuoka during the Muromachi period (1333-1568). Also, local citizens dressed up as the seven deities of good fortune or as shrine and temple attendants and performed before their feudal lord in the style of the "matsubayashi" processional. During the Edo period (1600-1868), the present-day event formed when citizens added doll-decorated platforms and elaborate floats (dashi) and the current name was adopted ("Dontaku," said to originate from the Dutch word "Zondag," "Sunday," taken to mean "holiday").

***Hakata Gion Yamagasa**, held annually from July 1-15, is one of Fukuoka's largest festivals dating back 750 years highlighted by the "Oiyama" race beginning at 4:59 a.m. on the 15th at Kushida Shrine. A fleet of giant, one-ton "Kakiyama Yamagasa" floats, elaborately decorated with castles, halls and dolls, are carried by seven, 28-man teams in traditional Japanese undergarments and happi coats. The race runs 30 minutes over a five kilometers course as spectators throw water on the men as they pass. One practice race on the 12th starts at 4 p.m. from Kushida Shrine. At 3:30 p.m. on the 13th, the teams carry their floats along Route 202 at Gofukumachi from the Hakata ward to the Tenjin district. The festival's history dates to 1241 when during an epidemic, a Buddhist priest named Shoichi Kokushi purified Hakata by sprinkling holy water from the top of a large altar called a Segakidana, carried by men.



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DO AMERICANS MEAN BUSINESS IN JAPAN? JNTO SURVEY REVEALS SURPRISING INSIGHTS

NEW YORK, Oct. 3, 1990 -- American business travelers are catching up fast to the historically larger number of American leisure travelers in Japan, according to a survey of foreign travelers released today by the Japan National Tourist Organization (JNTO).

Interviews with 709 departing travelers at Japan's Narita, Osaka and Haneda airports showed that competition will only get tougher among industry trying to lure the increasing numbers of lucrative American business travelers to Japan.

They are the most sought after Japan clients because many are repeat visitors to a long-haul destination -- 69 percent had been to Japan two times or more -- which means repeat business. Additionally, more American leisure travelers are traveling economically in Japan by staying in places not traditionally marketed to the business traveler such as Japanese bed and breakfasts, or minshuku, in off-the-beaten-path (read: less expensive) destinations other than Tokyo.

The survey also reconfirmed that Asian travelers -- particularly Taiwanese and South Koreans -- continue to outnumber all other foreign visitors in Japan but they experience an entirely different Japan vacation than their western counterparts. They seek the high-tech, highly efficient, service-oriented Japan, not temples and shrines. More simply, priorities are Disneyland and shopping for items not available in their home countries.

- more -

Tokyo	Chicago	Dallas	San Francisco	Los Angeles	Toronto	Mexico City	São Paulo
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Japan Foreign Travelers Survey/Continued

A Close Look At American Travelers

Americans made up nearly 30 percent of the total respondents (207 persons out of 709 total) in this survey. They were most likely men, 30 to 50 years old, on business staying four to six nights in western-style deluxe hotels. Most were top management executives or engineering experts traveling independently.

Americans who stayed as long as 10 nights were either the increasing number of business executives extending their stay to include leisure travel, or leisure travelers aged 50 and older taking vacation. Almost half of all Americans said they also were visiting other Asian destinations on their trip.

Lots of Last-Minute Planning

For travel information on Japan, the American respondents' top three sources were travel agents (50.7 percent), a friend's recommendation (23.7 percent) and other reasons (21.7 percent). Guidebooks (14 percent) followed in fourth place.

Asking the experts for help was a must since about half of all the travelers interviewed spent less than a month to plan their Japan trips. Three-month and six-month advance planners were second and third, respectively. Very few took more than a year to prepare. Women spent more time overall preparing for their trip than men but may be less prepared in the future since the number planning only one month in advance swelled to 44 percent this year.

About half of all respondents 40 years and up spent only one month to prepare but younger travelers spent more time -- about three months. Independent and group travelers prepared about the same amounts of time but not surprisingly respondents who had visited Japan two times or more spent less time preparing for their trip than first timers.

It's Only Money

With such short planning and preparation schedules it's not surprising that overwhelmingly travelers said, yes, they thought Japan was an expensive destination. But who got hit the hardest? Not Americans, they were fourth after African, Canadian and Asian travelers (excluding South Korea and Taiwan).

Japan Foreign Travelers Survey/Continued

The few who said Japan's prices were on average in the world were obviously those with the better exchange rates toward the yen. Those included were 25 percent of the Australians and New Zealanders followed by the Taiwanese (18 percent) and visitors from Hong Kong (16.7 percent). The West Germans (15.2 percent) and the South Koreans (14.6 percent) were fourth and fifth place. Travelers from only two countries -- South Korea and Taiwan -- said Japan was reasonably priced.

Hotels Are the Number One Accommodation

The travelers from Australia, New Zealand and Europe may have found Japan to be less expensive because they were among only a handful of travelers to stay in youth hostels. None of the Americans had stayed in a youth hostel but did manage to stay in a variety of accommodations: hotels (91.8 percent), ryokan or traditional Japanese inns (6.3 percent) and Japanese homes (8.2 percent).

Across all categories, hotels were by far the most frequented accommodation. Surprisingly, Japanese homes were cited by nearly all groups with South Koreans (28 percent) and Taiwanese (22.5 percent) at the top.

For more information contact JNTO at 630 Fifth Ave., #2101, New York, NY 10111. Telephone: 212/757-5640. JNTO, founded in 1964 by the Japanese government, promotes tourism to Japan through many activities. Based in Tokyo, JNTO has 16 offices worldwide including Chicago, Dallas, Los Angeles, San Francisco and Toronto.



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JAPAN IS POISED TO BECOME A MAJOR PLAYER IN THE PACIFIC RIM CONVENTION BOOM

NEW YORK, Oct. 4, 1990 -- The number of international meetings held in Japan reached 865 in 1989, a 13 percent increase over 1988's record of 764, according to Tetsuo Akutagawa, Executive Vice President of the Japan National Tourist Organization (JNTO) and Mission Leader for the Japan Convention & Incentive Travel Seminar in New York today.

In addition to more meetings in Japan, Akutagawa reports that many more planners are opting to hold their meetings in cities other than Tokyo. "Convention business is booming and Japan is no exception. Our regional cities have made considerable efforts to welcome more international groups to meet in Japan and it's paying off," said Akutagawa.

Several large-scale convention complexes recently opened are the Nippon Convention Center opened in Oct. 1989 with a 613,542-square-foot (57,000-square-meter) exhibit space, Nagoya's Congress Center featuring a 3,000-seat main hall which opened in April 1990 and Hiroshima's International Convention Center located in Peace Memorial Park which opened in July 1989.

In the Tokyo Bay area three developments are in the works. Pacific Convention Plaza Yokohama, or Pacifico Yokohama for short, which features a 215,280-square-foot (20,000-square-meter) exhibit space and a large meeting hall, is now under construction and due for completion in summer 1991. The Tokyo Convention Park with an 861,112-square-foot (80,000-square-meter) space and the Tokyo International Forum with a 5,000-seat main hall are on the drawing board, both due to open in 1994.

- more -

Tokyo	Chicago	Dallas	San Francisco	Los Angeles	Toronto	Mexico City	São Paulo
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Tokyo will be set to welcome delegates easily since April 1991 marks the opening of the new "Narita Special Express" train connecting the New Tokyo International Airport at Narita with Tokyo Station in a record 55 minutes. Airport congestion at Japan's largest entry point for foreign visitors will decrease.

Japan's Ministry of Transport (MOT) designated 25 cities in 1988 as international convention cities. Each of these cities has now established convention bureaus to provide organizers and delegates a wide range of services. These cities have their own unique character and have met government requirements to be well suited to host any type of international event. JNTO and the Japan Convention Promotion Association are responsible for promoting these cities in the world convention market, especially the United States.

Part of those efforts includes a Promotion Mission from Japan to the United States this year to participate in the IT&ME show in Chicago where a special "Japan Night" function will treat guests to the "Magical Transformation of the Kabuki Master" performance by Shozo Sato, Professor of Fine Arts at the University of Illinois. Promotion Mission delegates include representatives from five Japanese cities -- Yokohama, Nagoya, Kobe, Fukuoka and Okinawa.

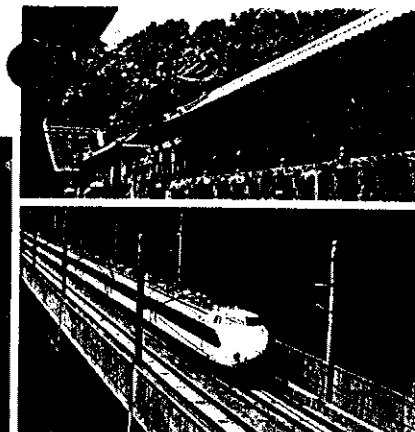
In addition to IT&ME participation, the Promotion Mission is conducting two "Japan Convention & Incentive Travel Seminars," Oct. 3 in Chicago and Oct. 4 in New York for incentive and meeting planners from those areas.

During October 1990, meeting planners will be hosted in Japan to inspect convention facilities and tourist attractions in Tokyo, Sendai and Sapporo. In December, the 7th Incentive Travel Marketplace will host 50 key agents and incentive house representatives to Japan from around the world. Participants will visit Tokyo, Kyoto and then Hiroshima or Okinawa.

For more information contact JNTO at 630 Fifth Ave., #2101, New York, NY 10111. Tel: 212/757-5640. JNTO, founded in 1964 by the Japanese government, promotes tourism to Japan through many activities including extensive travel information services to media representatives and consumers. Based in Tokyo, JNTO has 16 offices worldwide including Chicago, Dallas, Los Angeles, San Francisco and Toronto.



JAPAN



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December 17, 1990

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JAPAN TRAVEL NEWS

JAPAN RAIL PASS TENTH ANNIVERSARY.....	Page 1
NEW 55-MINUTE AIRPORT TRAIN TRANSFER.....	Page 2
U.S./JAPAN VISA WAIVER AGREEMENT.....	Page 2
SAPPORO SNOW FESTIVAL.....	Page 3
HOTEL MT. FUJI IN THE CLEAR.....	Page 3
NEW TOKYO TELEPHONE NUMBERS.....	Page 4

Japan Rail Pass Celebrates Tenth Anniversary in 1991

March 1991 marks the tenth anniversary of the Japan Rail Pass. Japan Railways Group (JR Group) offers the discount rail travel pass only to foreign visitors staying 90 days or less. The pass covers a reserve or non-reserved seat for unlimited travel on any JR Group train, bus or ferry including Japan's Shinkansen bullet train.

Passengers must purchase a voucher outside of Japan directly from authorized agents or through their travel agents and then exchange the voucher for a Rail Pass in Japan (19 locations nationwide) when rail travel begins. Ordinary (coach) passes available are: seven-day, Y27,800 (\$214*); 14-day, Y44,200 (\$340*); and 21-day, Y56,600 (\$435*). Green car (first-class) passes available are: seven-day, Y37,000 (\$285*); 14-day, Y60,000 (\$462*); and 21-day, Y78,000 (\$600*). Children six to 11 years are half price.

- more -

New Express Train to Ease Narita Airport Traffic

Beginning April 1991 passengers can take the new "Narita Special Express" train service from the New Tokyo International Airport (Narita) terminal to Tokyo Station in 55 minutes. East Japan Railways Co. (JR East) will have the fastest service ever to central Tokyo by eliminating the 25-minute bus transfer from the airport terminal to JR Narita Station. The new service will run on existing lines -- the Yamanote Freight Line, Yokosuka, Sobu and Narita Lines -- after JR East's investment of Y30 billion (\$214 million*) is complete.

JR East expects rail passengers to increase 10 times from 300 to 3,000 per day since their service will leave right from the airport terminal's lower level and avoid traffic delays the Airport Limousine Bus service cannot avoid. The bus takes 80 to 110 minutes and handles 40 percent of all airport travelers into the city for Y2,700 (\$21*) one-way. The Keisei Skyliner express train service requires a six-minute shuttle bus ride and a 60-minute train ride to Tokyo's Keisei Ueno Station for Y1,700 (\$13*) one-way. Or travelers can take a taxi ride for about Y20,000 (\$154*) to central Tokyo or a 30-minute helicopter to Haneda Airport for Y18,000 (\$139).

American Travelers to Japan Still Benefit From Visa-waiver Agreement

American business and leisure travelers to Japan for 90 days or less still do not need a visa thanks to the United States and Japan visa-waiver agreement signed two years ago (Dec. 15, 1988) this month. The agreement lasts until Sept. 30, 1991, when it is discontinued or a new agreement is signed. Japan was the second country to enter this type of agreement with the United States since a 1986 law established a trial program in which eight countries could receive a waiver for up to three years on visas for their citizens traveling to the United States.

The Consulate General of Japan which issues visas for travelers to Japan says that 90 percent of all travelers between the two countries have benefited from the agreement. Previously, American travelers had to submit a visa application and valid passport to a Japanese Consulate and wait about 24 hours for a visa.

Snow Festival Becomes International Winter Wonderland

The biggest winter festival in Japan runs Feb. 5 - 11, 1991, in Sapporo at three sites around the city. The festival features 350 snow statues made from 7,500 five-ton truckloads of snow and ice from the mountainside.

Organizers expect 2,200,000 visitors in 1991. Overseas visitors especially enjoy one of the most popular events in this five-day festival, the "International Snow Statue Contest" with 17 countries and three cities competing for first place. Live entertainment, food and music complement the sculptures ranging in size from life-size buildings to pianos to cartoon characters with special lighting at night. Contact JNTO for a free Sapporo brochure.

A Room With A View...Or It's Free

From Jan. 6 - 15, 1991, Hotel Mt. Fuji promises a free room to guests who can't see Mount Fuji from their room for more than one minute. This offer is made to attract visitors during an off-peak travel period in Japan after the New Year's holiday when school is back in session and college students are taking exams.

Winters near Mount Fuji are clear and cold with temperatures above freezing, around 37 F, and extremely low humidity. But despite the clear weather, the 108-room Hotel Mt. Fuji has refunded Y4,813,000 (\$37,023*) to 1,051 guests due to 19 bad-weather days since the program began in 1971.

Hotel Mt. Fuji sits atop the 3,621-foot high Mount Ohde overlooking Lake Yamanaka. Wintertime activities include exploring Mount Fuji, snow skiing, ice skating and shopping. For reservations, telephone (0555)62-2111 or fax (0555)62-3177. Hotel Mt. Fuji is a two-hour train ride from Tokyo's Shinjuku station plus a 25-minute bus or taxi ride from Fuji-Yoshida station.

Tokyo Telephone Numbers Change Jan. 1, 1991

An extra digit -- the number "3" -- will be added as a prefix to all Tokyo three-digit intra-city codes effective at 2 a.m. on Jan. 1, 1991, Japan Standard Time**, according to the Nippon Telephone and Telegraph Corp. (NTT).

The three-digit, intra-city code is the first three numbers in the telephone number. For example, Company ABC telephone was (03)123-4567 and will now become (03)3123-4567. To call Company ABC from the United States, dial

011	-	81	-	3	-	<u>3</u>	-	123-4567
(Int'l		(Japan code)		(Tokyo		(New added		(Phone number)
code)				area code)		digit)		

NTT says the change will affect all telephone numbers, fax machine numbers and computer terminal numbers with a three-digit intra-city code in Tokyo's 23 wards plus Mitaka City, Chofu City and Komae City. Tokyo numbers already using a four-digit intra-city code will not be affected. By using an extra digit NTT will be able to expand its network to meet the increasing demand of lines for pocket pagers, telephones, fax machines, and cellular telephones.

If numbers are dialed incorrectly after Jan. 1, callers will hear a taped message in Japanese explaining the new dialing procedures. From within Japan, call 0120-447748 toll-free for information in English.

For more information contact the Japan National Tourist Organization (JNTO) at 630 Fifth Avenue, #2101, New York, NY 10111. Telephone: 212/757-5640. JNTO, founded in 1964 by the Japanese government, promotes tourism to Japan through many activities. Based in Tokyo, JNTO has 16 offices worldwide including Chicago, Dallas, Los Angeles, San Francisco and Toronto.

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*Rounded off dollar amounts calculated using the current \$1 = Y130. Y = Yen.

**When it is 2 a.m. on Jan. 1, 1991 in Japan, it is Dec. 31, 1990 at 5 p.m. Greenwich Mean Time, noon EST, 11 a.m. CDT, 10 a.m. MST and 9 a.m. PST.



JAPAN NATIONAL TOURIST ORGANIZATION

ROCKEFELLER PLAZA, 630 FIFTH AVENUE, NEW YORK, N.Y. 10111 • TEL: (212) 757-5640 • FAX (212) 307-6754

RELEASE AT WILL

Jan. 1, 1990

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Grace Herget

212/757-5640

JAPAN TOURISM TOPICS 1990/91

1)FOREIGN TRAVELERS TO JAPAN REACH A RECORD 3 MILLION IN 1990

Foreign travelers to Japan reached a record 3 million in 1990. This increase is attributed to Japan's growing position in international society, a tremendously strong economy, promotion efforts made by the Ministry of Transport, local governments, travel industry and the Japan National Tourist Organization. In 1991 an estimated 3.2 million visitors are expected. Another record was set by the 26-year-old Kyoto Tourist Information Center which served its one millionth visitor on Dec. 19, 1990. The new International Tourism Center of Japan established in April 1990 also will promote Japan to foreign travelers with major improvements in reception services.

2)RESERVATION CENTERS FOR REASONABLY-PRICED ACCOMMODATIONS OPEN APRIL '91

The International Tourism Center of Japan will open new reservation centers April 1, 1991 exclusively for foreign travelers who are looking for reasonably-priced accommodations in Japan and an opportunity to meet Japanese people. Japan's version of the bed and breakfast, or minshuku, plus western-style pensions and small, economical ryokan (Japanese inns), all offer a homey atmosphere making it easier to meet local people and experience everyday Japanese life.

- more -

Tokyo	Chicago	Dallas	San Francisco	Los Angeles	Toronto	Mexico City	São Paulo
London	Paris	Genève	Frankfurt	Bankok	Hong Kong	Seoul	Sydney

3) NEW EXPRESS TRAIN TO EASE NARITA AIRPORT TRAFFIC

Beginning March 1991 passengers can take the "New Express Train," or NEX, non-stop service from the New Tokyo International (Narita) Airport terminal to Tokyo Station in 53 minutes. East Japan Railways Co. (JR East) will have the fastest service ever to central Tokyo by eliminating the 25-minute bus transfer from the airport terminal to JR Narita Station.

JR East expects up to 8,000 passengers daily on the new service which will leave from the airport terminal's new lower level station. NEX trains will operate seven days a week, on the hour, with 6:30 a.m. to 8:01 p.m. departures from Tokyo Station and 7:48 a.m. to 9:45 p.m. departures from Narita Airport. At Tokyo Station, passengers can continue on to these three stations (total travel time): Yokohama Station (one hour, 30 minutes), Shinjuku Station (one hour, 20 minutes) and Ikebukuro Station (one hour, 30 minutes).

NEX trains will have all reserved seats and all non-smoking cars except a smoking compartment room. The new cars also will offer local and international telephone service, large baggage areas, restrooms with wheelchair access and Japanese and English announcements on the address system. Coach-class seating will offer every passenger either a window or aisle seat with a two and two configuration across. Seating for wheelchair passengers will be available. Vending machines for soft drinks and coffee will be provided. First-class will offer reclining and revolving seats positioned two across and complementary soft drinks and coffee at the service counter.

JR East's new NEX service, for which fares will be decided in Jan. 1991, will offer travelers yet another choice for their airport-downtown transfer. Existing services include the Keisei Skyliner train and the Narita Airport Limousine Bus. The bus takes 80 to 110 minutes (subject to traffic conditions) with convenient drop-offs at major Tokyo hotels. The bus currently handles 40 percent of all airport travelers into the city for Y2,700 (\$21*) one-way. Keisei's Skyliner train requires a six-minute shuttle bus ride and a 60-minute train ride to Tokyo's Keisei Ueno Station for Y1,700 (\$13*) one-way. Travelers also can take a taxi ride for about Y20,000 (\$154*) one-way to central Tokyo or a 25-minute helicopter to Haneda Airport for Y16,850 (\$130*) one-way or 30 minutes to Yokohama for Y17,790 (\$137*) one-way.

4) JAPAN RAIL PASS CELEBRATES TENTH ANNIVERSARY IN 1991

March 1991 marks the tenth anniversary of the Japan Rail Pass. Japan Railways Group (JR Group) offers the discount rail travel pass only to foreign visitors staying 90 days or less. The pass covers a reserve or non-reserved seat for unlimited travel on any JR Group train, bus or ferry, including Japan's Shinkansen bullet train. (The Pass does not cover sleeper berth surcharges.)

Passengers must purchase a voucher outside of Japan directly from authorized agents or through their travel agents and then exchange the voucher for a Rail Pass in Japan (19 locations nationwide) when rail travel begins. Ordinary (coach) passes available are: seven-day, Y27,800 (\$214*); 14-day, Y44,200 (\$340*); and 21-day, Y56,600 (\$435*). Green car (first-class) passes available are: seven-day, Y37,000 (\$285*); 14-day, Y60,000 (\$462*); and 21-day, Y78,000 (\$600*). Children six to 11 years are half price.

5) JAPAN CONSIDERS NEW ROUTES FOR INCREASED EXCHANGE WITH THE SOVIET UNION

Increasing economic, cultural and tourism exchanges between places along the Japan Sea in Japan and neighboring countries -- China, Korea and Eastern Soviet Union -- have prompted Japanese officials to consider opening new air and sea routes. Soviet President Mikhail Gorbachev's scheduled visit to Japan in April 1991 has prompted local government officials to actively discuss how they can increase economical exchanges between their areas and the Soviet Union. Two air routes under consideration are one of two points in Hokkaido, Sapporo (Chitose Airport) or Asahikawa, to the Soviet state capital Yuzhno Sakhalinsk on Sakhalin; the second air route being considered is Hakodate and Niigata to Vladivostock, a Soviet city which faces the Japan Sea. Two sea routes under consideration include Niigata to Vladivostock and Wakkanai, Hokkaido's northernmost city, to Kholmsk and Korsakov on Sakhalin.

6)EAST ASIA TRAVEL ASSOCIATION CELEBRATES 25th ANNIVERSARY IN 1991

The East Asia Travel Association (EATA) celebrates its 25th anniversary in 1991. In March 1966 seven East Asian countries and regions -- Japan, Hong Kong, the Philippines, Korea, Thailand, Macao and Taiwan -- formed EATA for a cooperative promotional effort to increase tourism to their areas from markets in the United States, Europe and Oceania. In 1989 visitors arrivals totaled 24 million to EATA-member countries and regions. EATA, hoping to play a vital role in the booming intra-Asian travel markets, will promote tourism between EATA-member countries and regions.

7)OSAKA'S EXPO '90 ATTRACTED 23 MILLION VISITORS; SITE TO BECOME A PARK

Osaka's International Garden and Greenery Exposition 1990, or Expo '90, attracted 23 million visitors during a six-month run. It was Japan's largest exposition ever with one million foreign visitors, exhibits by 82 countries and 55 international organizations, the largest international participation of any event held to date in the world.

Expo '90 site Tsurumi Ryokuchi Park will be developed into a park in line with the expo's theme, "co-existence between man and nature." The Osaka municipal government plans to preserve eight expo facilities, including the Japanese Government Plaza, the Sakuya Konohana Kan greenhouse pavilion run by the municipal government, the international garden area and the Statue of Life, the expo's symbol. A swimming pool, tennis courts and lodging, will be built at the park to be completed by March 1997 at an estimated cost of Y10 billion.

8)YOKOHAMA CONVENTION PLAZA OPENS AUG. 1991

Pacifico Yokohama Convention Plaza opens in Aug. 1990 as the centerpiece for the massive "Minato Mirai 21" (MM21), or "Port of the Future -- 21st Century" urban renewal development project along Yokohama Bay. Pacifico Yokohama includes a Conference Center, the National Convention Hall, an Exhibition Hall, and the Yokohama Grand Inter-Continental Hotel. The six-floor Conference Center has 60 rooms and a main hall with simultaneous interpreting in eight languages.

9) NEW U.S./JAPAN ROUTES LAUNCHED BY CARRIERS IN '91

American and Japanese carriers will launch new service in 1991 after the two countries agreed to 15 new air routes in 1990. In Oct., the Department of Transportation (DOT) authorized six new scheduled combination (passenger and cargo) services to Japan from five U.S. cities. United will begin service to Tokyo from Chicago on Jan. 8, 1991. Delta will begin Los Angeles-Tokyo service Feb. 8, 1991 and later, their new Portland-Nagoya route. On March 2, 1991, American will add flights to Tokyo from its San Jose hub. From Honolulu, America West will serve Nagoya and Hawaiian Airlines will serve Fukuoka. Dates for the Honolulu routes have not been set yet, according to DOT.

The Ministry of Transport authorized routes to Japanese carriers in 1990. As a result, in March 1991, Japan Airlines (JAL) will begin new non-stop service from Washington, D.C., to Tokyo, and All Nippon Airways (ANA) will begin non-stop service from New York to Tokyo. ANA also will extend its Tokyo-Washington, D.C., flights to Orlando with USAir through a code-sharing arrangement to be finalized in early 1991. JAL also will extend one of its U.S. routes for direct service to Boston after deciding their preferred route, Chicago or New York. JAL extended its Tokyo-Honolulu route to Maui in Dec. 1990 through a code-sharing agreement with Hawaiian Airlines. Under a separate provision, JAL was authorized to expand its Chicago-Tokyo service from five to seven weekly flights.

After these new routes are launched, these 16 American cities and territories will have non-stop service to Japan (includes all airlines): Anchorage (Alaska), Chicago, Dallas, Detroit, Guam, Honolulu, Los Angeles, Minneapolis/St. Paul, Newark (New Jersey), New York, Portland (Oregon), Saipan, San Jose, San Francisco, Seattle and Washington, D.C. Japanese cities connected to this non-stop service are Tokyo, Osaka, Nagoya, Fukuoka, Sapporo, Sendai and Okinawa.

10) INTENSE CONGESTION AT NARITA AND OSAKA AIRPORTS PUSH LOCAL AIRPORT EXPANSION

The New Tokyo International (Narita) Airport and Osaka International Airport which account for almost all international arrivals to Japan are still congested

and operating over capacity. An aviation council provisional report submitted in Aug. 1990 outline a five-year ('91 to '95) expansion project for two of Japan's major airports, Narita and Haneda in Tokyo plus the opening of the new Kansai International Airport in Osaka in 1993. Despite this expansion, increasing travel demands require that new local airports be constructed and existing local airports be expanded. More international routes are being considered for Sapporo, Kagoshima, Niigata and ten other cities. So far, 20 airlines have extended international routes to 10 Japanese cities. More charter flights from local airports also have been added to ease traffic at the nation's biggest airports.

NEW AIRPORTS OR EXPANSION PROJECTS IN JAPAN

A. New Airport Projects

<u>NAME</u>	<u>LOCATION</u>	<u>OPENING DATE</u>	<u>TYPE**</u>
1. Kansai International Airport	Osaka Pref.	Summer 1994	1
2. Shin Hiroshima Airport	Hiroshima	5/21, 1993	2
3. Shonai Airport	Yamagata City	4/1, 1992	3
4. Fukushima Airport	Fukushima City	3/31, 1993	3
5. Kozushima Airport	Tokyo Pref.	7/1, 1991	3
6. Iwami Airport	Shimane Pref.	7/1, 1993	3
7. Saga Airport	Saga Pref.	7/1, 1994	3
8. Ishigaki Airport	Okinawa Pref.	TBD***	3

B. Airport Expansion Projects

<u>NAME</u>	<u>LOCATION</u>	<u>RUNWAY OPENING DATE</u>	<u>TYPE**</u>
1. New Tokyo International Airport (at Narita)	Narita (Chiba Pref.)	R/W B - TBD R/W C - TBD	1 1
2. Tokyo International Airport	Haneda, Tokyo	R/W B - 7/21, 1993	1
3. Shin Chitose Airport	Sapporo (Hokkaido)	R/W B - 7/1, 2000	2
4. Sendai Airport	Miyagi Pref.	R/W C - 4/1, 1993	2
5. Matsuyama Airport	Ehime Pref.	R/W B - 4/1, 1991	2
6. Kitakyushu Airport	Fukuoka Pref.	R/W B - 4/1, 1991	2
7. Miyazaki Airport	Miyazaki Pref.	R/W B - 4/1, 1990	2
8. Nakashibetsu Airport	Hokkaido Pref.	R/W B - 11/1, 1990	3
9. Aomori Airport	Aomori Pref.	R/W B - 8/1, 1990	3
10. Nanki-Shirahama Airport	Wakayama Pref.	R/W B - 4/1, 1994	3
11. Tottori Airport	Tottori Pref.	R/W B - 7/1, 1990	3
12. Izumo	Shimane Pref.	R/W B - 4/1, 1992	3

*Rounded-off dollar amounts calculated using the current \$1 = Y130. Y = Yen.

**TYPE: 1 = international; 2 = international and domestic; 3 = domestic only

***TBD = To be determined.

PART TWO

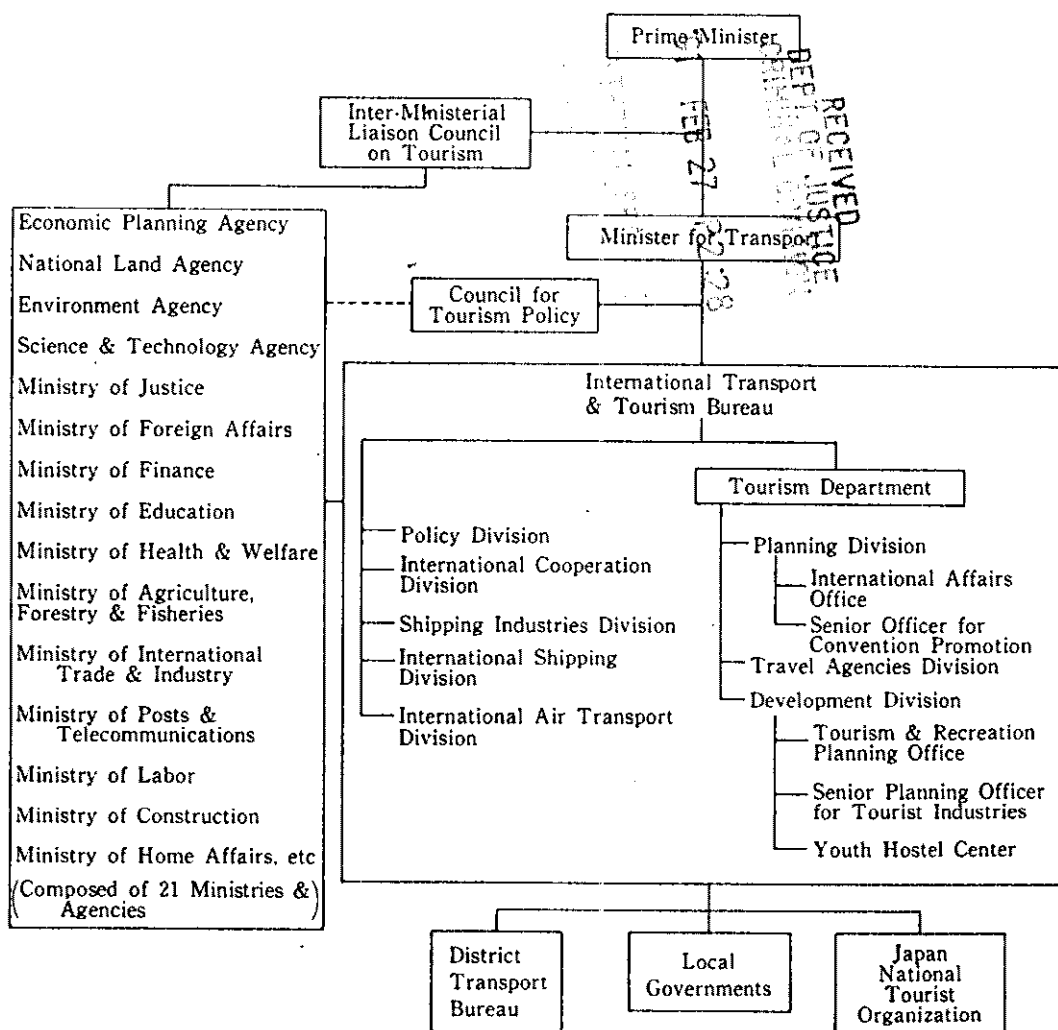
TOURISM ADMINISTRATION IN JAPAN

The central authority in direct charge of tourism is the Tourism Department, International Transport and Tourism Bureau, Ministry of transport. (See Figure 8)

The initial establishment within the Government of an organ in charge of tourism dates back to 1930 when the Board of Tourist Industry was set up by the Ministry of Trans-

port (then Ministry of Railways). The main activities of the Board were the promotion of travel to Japan and the improvement of receiving services and facilities in Japan for foreign visitors. The Board was abolished during World War II but the Government's tourism activities were resumed when the Tourist Division was established in the Ministry of Transport in

Figure 8 Tourism Administration in Japan



48
1946.

After several organizational changes, the Tourism Department came under the Office of the Secretariat to the Minister for Transport and with the reorganization of the Ministry of Transport completed in July, 1984, the Department is now a function of the International Transport and Tourism Bureau, Ministry of Transport.

In the field of international tourism in Japan, the Ministry of Transport functions as the central administrative agency, representing the nation in the community of international organizations and at international gatherings relating to tourism.

Regarding domestic tourism, other governmental agencies are also concerned with tourism within their respective scopes of activities, including the Environment Agency, Ministry of Health and Welfare, Ministry of Education, Ministry of Construction and National Land Agency.

**1 TOURISM DEPARTMENT,
INTERNATIONAL TRANSPORT
AND TOURISM BUREAU,
MINISTRY OF TRANSPORT**

The Tourism Department is in charge of administrative functions relating to the development, improvement and coordination of the tourist industry. It has three divisions: Planning Division, Travel Agencies Division and Development Division, which are responsible for the following matters:

Planning Division:

- 1) Overall coordination and planning of tourism administration,
- 2) Supervision of the Japan National Tourist Organization (JNTO),
- 3) Improvement of reception services for foreign visitors,
- 4) Research and study on tourism,
- 5) Subsidies to the tourist industry,
- 6) Matters relating to the acquisition of stocks

- by foreign investors in the field of tourism,
- 7) Collection and compilation of tourism-related documents, and
- 8) Handling of general affairs for the Council for Tourism Policy.

In order to improve international relations in the field of tourism, the International Affairs Office was established in 1978. The Office, which is now within the Planning Division, is responsible for the following matters:

- 1) Liaison, cooperation and exchange of information with tourism administration authorities in foreign countries and international tourism organizations,
- 2) Research and study on tourism policies and situations in foreign countries,
- 3) Planning and guidance concerning international tourism publicity, and
- 4) Collection and compilation of international tourism documents.

The post of Senior Officer for Convention Promotion was established within the Planning Division in 1987 with a view to promoting conventions in Japan.

Travel Agencies Division:

- 1) Supervision of the travel agency business,
- 2) Supervision of travel agents associations, and
- 3) Supervision of the guide-interpreter business.

Development Division:

- 1) Financial affairs and a taxation system relating to the tourist industry,
- 2) Registration of hotels and *ryokan*, and supervision of the registered hotels and *ryokan*,
- 3) Improvement of tourist souvenirs in quality,
- 4) Promotion of tourist morality,
- 5) Planning and guidance concerning tourism publicity,
- 6) Planning of the development of tourist facilities, and
- 7) Guidance for the improvement of tourist facilities in Japan including the Youth Hostel Center.

In order to cope with an increasing demand for tourism and recreational activities, the Tourism and Recreation Planning Office was established in 1972. The Office, which is now a part of the Development Division, is responsible for the following matters:

- 1) Investigation and improvement of tourist resorts,
- 2) Affairs relating to tourism promotion in the comprehensive national land development plans,
- 3) Investigation, preservation and utilization of tourist resources,
- 4) Planning and coordination for the improvement of the Tourism and Recreation Areas and the Youth Travel Villages, etc.,
- 5) Planning of systems to be formulated for the consolidation of the Tourism and Recreation Areas,
- 6) Financial aid for the development of the Tourism and Recreation Areas, and
- 7) Investigation and research on tourism and recreational activities.

The Youth Hostel Center, which was established in Otsu City in 1961, is under the control of the Tourism and Recreation Planning Office. The Center gives guidance to the operation of youth hostels in Japan in addition to research and study on it. It also manages affairs pertaining to the operation of accommodation facilities mainly designed for youth.

The post of Senior Planning Officer for Tourist Industries was established within the Development Division in 1984 with the purpose of investigating and planning the development of the tourist industry.

2 INTER-MINISTERIAL LIAISON COUNCIL ON TOURISM

Since other Ministries and Agencies influence tourism directly or indirectly in relation to their respective administrative purposes, there is the Inter-Ministerial Liaison Council on Tourism, which promotes closer ties among the

related administrative agencies and encourages an integrated and effective tourism administration. The Council is chaired by the Director-General of the Prime Minister's Office and consists of 21 Director-Generals of the related Ministries and Agencies.

3 COUNCIL FOR TOURISM POLICY

In accordance with the provisions of the Tourism Basic Law, the Council for Tourism Policy was set up in 1963 so that views and opinions of private and academic circles might be reflected in the tourism administration. Composed of 30 non-official civilians of learning and experience, the Council investigates and deliberates on important matters relating to tourism. Furthermore, the Council either responds to inquiries made by the Government or offers opinions to the Government when deemed necessary.

In March, 1982, the Council submitted to the Prime Minister the recommendations entitled "Theory and Method of Forming Desirable Domestic Tourism." And also in March, 1984, the Council submitted the recommendations entitled "For the Future Development of International Tourism in Japan."

4 LOCAL TOURIST ADMINISTRATION

The central administrative affairs pertaining to tourism which include those regarding the Natural Parks, the travel agency business, the guide business and others, are partially entrusted to the 47 Prefectural Governments. These local autonomous bodies have their own respective sections which are in charge of matters relating to tourism. The function of these sections is to work out plans for regional tourism development; promote tourism;

improve tourist facilities; and protect parks, cultural properties and other tourist resources.

In addition, the Ministry of Transport has 9 district bureaux in the nation's key cities for the administration of regional transportation. Each bureau has a division in charge of local tourist administration under the control of the Ministry. The main activities of these division include supervision of the travel agency business, liaison with Prefectural Governments and local tourist organizations, and coordination of local tourist activities.

5 QUASI-OFFICIAL AND PRIVATE BODIES

(1) Japan National Tourist Organization

See PART THREE.

(2) Japan Tourist Association

The Association is a corporate juridical body established in 1964 as the central organization for promoting domestic tourism. Its purpose is to advance and popularize sound national travel as well as to promote tourist exchanges between Japan and Southeast Asian countries.

To fulfill its purpose, the Association holds symposiums designed for the exchange and coordination of opinions among the different fields of the tourist industry. It also sponsors various programs and events to promote the people's understanding of the importance of tourism. It publishes periodicals and statistical documents on tourism in Japan. It established its first overseas office in Taipei in November, 1984.

(3) Japan Travel Bureau (Foundation)

With the aim of accelerating the development of tourism, the JTB (Foundation), a nonprofit juridical person, carries out research and study of tourism trend; consulting service

for regional tourism development; publishing of tourist periodicals; and education and training of personnel in tourism.

(4) Japan Guide Association

The Association, consisting of Government-licensed tourist guides, aims at promoting mutual cooperation among the members and improving their guide service for foreign visitors. The activities of the Association include the free-of-charge operation to promote the employment of member guides; organizing of training courses for members to elevate their guide service; and coordination with operators of various tourism-related businesses.

(5) Japan National Trust

Established in 1968, the foundation aims to protect and preserve the tourist resources that deserve the passing on to posterity as national properties. To comply with the aim, it also conducts a field study and endeavors to popularize the aim by publishing periodicals or by holding seminars.

(6) Japan Tourism Development Foundation

The Foundation, established in 1971 as a nonprofit juridical person, aims to promote wholesome travel through the development of tourism and recreation areas in harmony with the surrounding nature and in efficient connections with transportation means. It is also responsible for the management of the Youth Hostel Center in Otsu City, lodges and a general information office for youth travel.

(7) Japan Hotel Association

With a membership of Government-registered hotels, the main objective of the Association is to promote mutual cooperation among the members so as to upgrade hotel facilities and services. The Association organizes educational seminars designed for executives or managers of member hotels.

(8) Japan Ryokan Association

The Association is mainly composed of Government-registered *ryokan* or Japanese-style hotels with facilities suitable for receiving foreign visitors. The purpose of the Association is to improve facilities and services at *ryokan*.

(9) Japan Tourist Hotel Association

The Association, composed of *ryokan* and hotels, aims at providing good facilities, excellent services and comfortable accommodations primarily for domestic travelers. The Association conducts research and study on *ryokan* management and sales promotion for its members.

(10) Japan Business Hotel Association

Established in 1971, the Association consists of efficiency hotels. The purpose of the Association is to provide good facilities and comfortable Western-style accommodations at reasonable prices. (See page 32)

(11) Japan Minshuku Association

The Association was established in 1978 with the aim of improving facilities and services at *minshuku*, which are the Japanese equivalent of guest-home-type lodgings. (See page 34)

(12) Japan Economy Accommodation Federation

The Federation, consisting of small-sized *ryokan*, aims at providing comfortable accommodations with good services at economical prices.

(13) Japan Association of Travel Agents (JATA)

The Association came into existence in 1959. Composed of General Travel Agents, the Association is designed for coordinating the activities of its members to serve the best interests of the traveling public and the tourist industry in Japan. (See page 44)

(14) Japan Association of Domestic Travel Agents

The Association, consisting of Domestic Travel Agents, aims at rationalizing and improving the travel agency business, thereby contributing to the development of domestic tourism. The Association was established in 1966.

PART THREE

JAPAN NATIONAL TOURIST ORGANIZATION

The Japan National Tourist Organization (JNTO), established by law in April, 1959 and reorganized in the years of 1964, 1979 and 1985, is a nonprofit organization designed to promote inbound travel to Japan and to provide information to Japanese travelers on traveling safely overseas. It is subsidized by the Government and supervised by the Ministry of Transport.

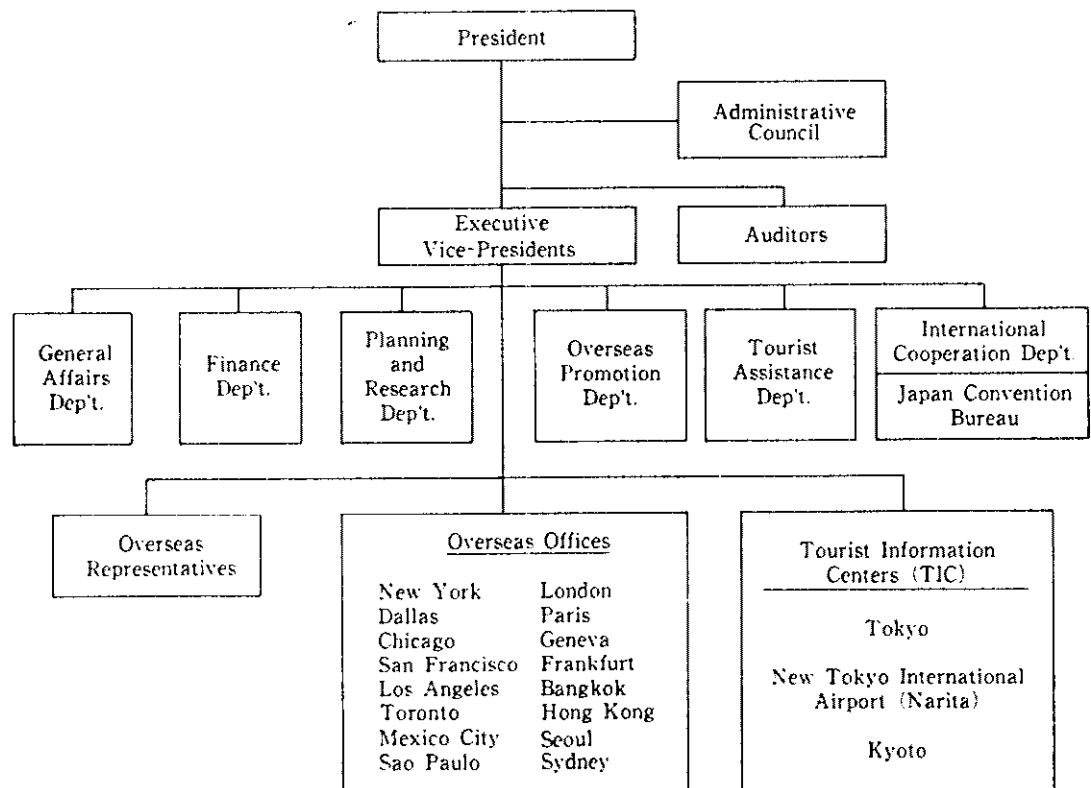
The original form of JNTO, as a promotion body for travel to Japan based on the Government's policy, was the nonprofit International Tourist Association (ITA) established in 1931. As ITA was dissolved during World War II, the

Japan Tourist Association (JTA) was formed in 1955 to promote the same purpose as set forth for ITA and in 1959, it was transformed by law into the Japan National Tourist Association (JNTA).

JNTA was a combined body of JTA and the Japan Federation of Tourist Associations, which had been formed by local tourist associations and industries throughout the nation. JNTA had the dual purpose of the promotion of both international and domestic tourism.

Later in 1964, JNTA was again split into the two organizations existing at present. One is JNTO, established by a special law, and the

Figure 9 Organizational Chart of the Japan National Tourist Organization



other, the Japan Tourist Association (JTA) which promotes domestic tourism in Japan (See page 50 for JTA).

After the amendment to the JNTO Law in 1979 and 1985, JNTO supplies information on safe travel to Japanese overseas tourists.

1 ORGANIZATIONAL STRUCTURE

(1) Administrative Council

JNTO has an Administrative Council which investigates and deliberates on important matters in connection with the operation of the Organization's activities. The Councillors, 30 in total, are selected from among people of learning and experience in the international tourist industry in Japan and are appointed by the President and are subject to the approval of the Minister for Transport.

(2) Head Office and Overseas Offices

JNTO maintains six departments in the head office and sixteen overseas offices in key cities of the world, which exert promotional efforts under the direction of the head office. For the convenience of overseas visitors to Japan, three Tourist Information Centers (Tokyo, Kyoto and the New Tokyo International Airport at Narita) are operated by JNTO. The organizational chart is presented in Figure 9.

a) Head Office

The responsibilities of the six departments of the head office are outlined below:

General Affairs Department:

It is responsible for administering personnel matters; training staff; providing secretarial service to the Officers and Administrative Council; handling official documents; and collecting contributions.

Finance Department:

It is responsible for formulating budgets; requesting Government subsidies; administering other fiscal affairs; contracting and procurement activities; and reporting financial settlement to the Government.

Planning and Research Department:

It is responsible for formulation of long-term marketing plans and priority projects; performance and analysis of market surveys; publishing of periodicals and materials on international tourism for the Japanese travel industry; collection and publishing of statistical data on tourism.

Overseas Promotion Department:

It is responsible for administering the overseas offices which conduct tourist promotional activities such as advertising and public relations; providing media assistance to prominent travel journalists in the world; participating in travel fairs and exhibitions; carrying out joint tourist promotion efforts in cooperation with the travel industry in Japan.

Based on JNTO's promotional policy, the Department is also responsible for publishing promotional literature, producing films, photographs and slides, and additionally for providing material for the monthly "Video Magazine of Japan" shown at six overseas offices.

Tourist Assistance Department:

It is responsible for improving reception services for foreign visitors to Japan, administering the Tourist Information Centers and conducting the national examination for guide-interpreters. It is additionally responsible to provide information to Japanese overseas tourists on how to travel safely overseas.

International Cooperation Department:

It is responsible for liaison with various international tourism bodies such as the World Tourism Organization, the East Asia Travel Association and the Pacific Asia Travel Association; and providing technical assistance to developing countries.

In this Department, there is the Japan Convention Bureau, which is responsible

for making promotional efforts to increase international conventions and events to be held in Japan; liaison with interested organizations; consulting service for Japanese host committees on planning and operating of their congresses; research on international conventions; collection of information of forthcoming international meetings as well as convention facilities and services.

The Japan Convention Bureau is also responsible for promoting incentive travel to Japan.

b) Overseas Offices

Sixteen JNTO overseas offices implement, under the direction of the head office, various activities for tourist promotion including travel information service, media assistance, showing of travelog films, participation in fairs and exhibitions, and advertising in the leading newspapers, magazines and travel trade publications within their major travel markets. (See Table 28)

c) Representatives

Areas distant from the overseas offices, where their promotional efforts do not penetrate, are covered by representatives stationed in the following sixteen cities, who provide information on travel in Japan and distribute travel literature:

(North America) (As of Apr. 1987)
Washington D.C., Boston, Seattle, Montreal,
Vancouver and Honolulu

(South America)
Buenos Aires and Rio de Janeiro

(Europe)
Copenhagen, Amsterdam, Brussels, Rome,
Madrid

(Asia)
Singapore and Manila

(Oceania)
Auckland

d) Tourist Information Centers

JNTO operates three Tourist Information Centers (TICs) and provides visitors from abroad with a wide variety of information on travelling in Japan.

The TICs in Tokyo and Kyoto also offer

two useful telephone services: Teletourist Service and Japan Travel-Phone.

Table 28 Overseas Offices of JNTO

Offices (Country)	* Territories
New York	
Dallas	
Chicago	U.S.A., Caribbean area and
San Francisco	British Columbia of Canada
Los Angeles (U.S.A.)	
Toronto (Canada)	Canada excluding British Columbia
Mexico City (Mexico)	Countries in Central America, Columbia, Venezuela and Ecuador
Sao Paulo (Brazil)	South America excluding three countries covered by Mexico City Office
London (U.K.)	Great Britain, Ireland, Denmark, Norway, Sweden and English- speaking countries in Africa
Paris (France)	France, Spain, Portugal, Belgium, Luxemburg and French-speaking countries in Africa
Geneva (Switzerland)	Switzerland, Italy, Yugoslavia, Greece and Middle East
Frankfurt (West Germany)	West Germany, Austria, Netherlands and other European countries excluding those covered by other European Offices
Bangkok (Thailand)	Thailand, India, Pakistan, Malaysia, Singapore, Indonesia and other Southeast Asian countries excluding those covered by Hong Kong Office
Hong Kong	Hong Kong, Taiwan, Philippines and Macau
Seoul (Korea)	Korea
Sydney (Australia)	Australia and New Zealand

2 BUDGET AND SOURCES OF REVENUE

JNTO's annual budget for FY 1987 was ¥2,293 million (US\$14.1 million). Of the total budget for FY 1987, ¥1,989 million (US\$12.2 million) was Government subsidies. The remainder was composed of contributions made

Table 29 Budgets of Japan National Tourist Organization

Unit: US\$1,000 (¥1,000)

Item	1983	1984	1985	1986	1987
(Revenue)					
Government Subsidies	8,208 (2,027,331)	8,508 (2,024,955)	8,619 (2,042,842)	9,583 (2,002,816)	12,202 (1,988,971)
Government Funds	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Contributions	813 (200,801)	827 (196,924)	894 (211,924)	1,025 (214,225)	1,366 (222,673)
Examination for Guide- Interpreters	-	-	106 (24,962)	119 (24,957)	164 (26,784)
Miscellaneous	223 (55,189)	237 (56,436)	249 (59,084)	808 (168,855)	335 (54,518)
Total	9,244 (2,283,321)	9,572 (2,278,315)	9,868 (2,338,812)	11,535 (2,410,853)	14,067 (2,292,946)
(Expenditure)					
Overseas Tourism Promotion	4,733 1,169,080)	4,817 (1,146,515)	4,938 (1,170,376)	5,694 (1,190,033)	6,179 (1,007,116)
Promotional Aids	479 (118,249)	485 (115,389)	481 (113,953)	546 (114,122)	700 (114,122)
Convention Promotion	50 (12,460)	52 (12,437)	53 (12,643)	57 (11,922)	289 (47,160)
Reception of Foreign Visitors	540 (133,418)	522 (124,243)	539 (127,647)	607 (126,879)	875 (142,563)
Services for Japanese Overseas Tourists	111 (27,476)	114 (27,183)	111 (26,346)	121 (25,401)	159 (25,881)
Statistics & Research	26 (6,480)	27 (6,480)	27 (6,480)	31 (6,480)	60 (9,819)
Examination for Guide- Interpreters	-	-	98 (23,321)	116 (24,168)	153 (24,936)
Management	3,154 (778,958)	3,343 (795,531)	3,442 (815,718)	4,088 (854,440)	5,431 (885,269)
Reserve	151 (37,200)	212 (50,537)	179 (42,328)	275 (57,408)	221 (36,080)
Total	9,244 (2,283,321)	9,572 (2,278,315)	9,868 (2,338,812)	11,535 (2,410,853)	14,067 (2,292,946)

Remark: The exchange rates are: US\$ 1 = ¥247 for 1983, ¥238 for 1984, ¥237 for 1985,
¥209 for 1986 and ¥163 for 1987.

by organizations and enterprises concerned with tourism, such as Japanese National Railways, Japan Air Lines, Prefectural Governments, Japan Hotel Association and the travel agency industry. The JNTO funds for services for Japanese overseas tourists consist of the capital furnished by the Government and the contributions from the Japanese tourist industry.

The annual budgets for these five fiscal years are shown in Table 29.

3 PROMOTIONAL ACTIVITIES

(1) Advertising

JNTO's total advertising budget for FY 1986 was US\$112,658. Of the total, US\$82,722 was appropriated for the North American market, while the budget for the European market was US\$58,191.

Advertising was done through influential dailies, high-quality magazines, travel trade publications and TV/radio. A total of 113 insertions were effected.

JNTO continued with Japan Air Lines to place a series of joint advertisements in high-quality magazines under the catch-phrase, "See what 710 A.D. looks like from the 21st century."

In its travel trade media advertising, JNTO stressed the availability of a rich variety of sales materials demonstrating that selling Japan can be made easy.

(2) Public Relations

JNTO's overseas offices carry out various public relations activities for the purpose of market development. Their activities are in conformity with an annual basic policy worked out by the head office at the beginning of each fiscal year.

The PR activities during FY 1986 included constant editorial contacts and contribution of articles to newspapers and magazines; dissemination of news releases, appearances and interviews on TV and radio programs; publication of periodical travel news bulletins; supply of black/white and color photographs to the press; and holding of press conferences.

In the North American market, regional PR activities were carried out by each of the JNTO offices. Additionally, nationwide PR activities were conducted by a PR manager based in JNTO's New York Office. The manager also helped each of the offices make effective regional PR programs.

(3) Media Assistance

JNTO's media assistance is designed to acquaint prominent travel writers, photographers or TV crews with various tourist attractions in Japan by providing financial or editorial support to them. When carrying out this program, JNTO obtains active co-operation from carriers, hotels, local governments and many other tourism-related organizations.

In FY 1986, 339 notable journalists and photographers were assisted in this program.

They wrote many articles on Japan for their media or reported their experiences through TV or radio programs. (See Table 30)

Table 30 Number of Media People and Travel Agents Assisted by JNTO

Apr. 1986 - Mar. 1987

Occupation	Area	No. of cases	No. of visitors
Travel Writers	America	62	83
	Europe	23	65
	Asia & Oceania	17	50
TV, Radio & Movie Producers	America	9	45
	Europe	4	16
	Asia & Oceania	2	13
Photographers	America	10	17
	Europe	3	4
	Asia & Oceania	1	1
Others	America	2	37
	Europe	0	0
	Asia & Oceania	0	0
	Other 6	6	8
Sub Total		139	339
Travel Agents	America	24	421
	Europe	9	115
	Asia & Oceania	3	23
Grand Total		175	898

(4) Activities for Travel Trade

a) Travel Seminars

In FY 1986, travel seminars for travel trade and tourism-related organizations sponsored or cosponsored by JNTO totaled 150.

Since 1973, the head office of JNTO has yearly organized a mission and sent it to a growing market to further promote travel to Japan. In 1986, a travel trade seminar, the "Japan Tourism Workshop '86" took place in two American cities, Ft. Lauderdale and Atlanta. The mission was composed of representatives from one airline company, one railway company, 9 travel agencies, 12 hotels and the Japan *Ryokan* Association. Attendants for the workshops were 187 in Ft. Lauderdale and 183 in Atlanta.

b) Travel Agent Familiarization Tours

JNTO has been actively involved in many agent familiarization tours designed to acquaint travel agents with major Japanese

tourist attractions and provides them with updated information on Japan.

In FY 1986, JNTO sponsored breakfast or luncheon seminars for 36 travel agent familiarization tour groups (559 persons) sent to Japan from all over the world.

c) Japan Tour Promotion

In FY 1986, the Japan Tour Promotion was held in such major market areas as New York, Chicago, and Paris. The promotion is designed to encourage wholesalers to incorporate new destinations in their organized tour programs. In appreciation of their outstanding efforts in organizing and promoting Japan tours, JNTO awarded a special certificate of commendation to 5 wholesale companies and retail agencies in total based in the above cities.

(5) Participation in Overseas Fairs and Exhibitions

Participation in overseas fairs and exhibitions with Japanese traditional displays and cultural demonstrations provides foreign consumers and travel trade people with opportunities to familiarize themselves with Japanese tourist attractions and to get in closer touch with Japanese travel trade representatives.

The following were major fairs, exhibitions, etc. in which JNTO participated during FY 1986.

- a) 29th COTAL Travel Trade Show
Recife, May 13-15, 1986
- b) Intertour EXPO '86
Hong Kong, June 26-29, 1986
- c) The 1986 World Exposition on Transportation, Japan Pavillion
Vancouver, August 22-28, 1986

Table 31 Number of Fairs and Exhibitions in which JNTO participated

Region	No.
N.America	66
M. & S.America	23
Europe	32
Asia & Oceania	10
Total	131

d) 56th ASTA World Travel Trade Show
Singapore, September 22-24, 1986

e) ITB Berlin '87
Berlin, March 7-12, 1987

(6) Information Service

At JNTO's 16 overseas offices, information on travel to and within Japan is provided to consumers, travel agencies, the press, etc. The services available at those offices include:

- a) dissemination of travel information and brochures;
- b) loan of travel films including video cassette tapes;
- c) loan of color slides and color and black/white photographs for printing;
- d) loan of display materials;
- e) presentations about travel to and in Japan.

Providing suggestions and assistance for local travel trade to develop tours to Japan is also an important part of the JNTO overseas offices' information activities.

Inquiries made at the JNTO overseas offices in person, by telephone or by letter, from April, 1986 through March, 1987 totaled 238,196 as shown in Table 32.

Table 32 Number of Inquiries made at JNTO's Overseas Offices
Apr. 1986-Mar. 1987

Office	Visitor	Telephone	Letter
New York	9,718	58,601	15,080
Dallas	482	3,248	1,393
Chicago	3,331	7,475	3,538
San Francisco	2,960	5,639	5,096
Los Angeles	2,871	10,864	2,837
Toronto	1,577	6,125	2,352
Mexico City	1,823	1,505	254
Sao Paulo	2,013	2,441	640
London	8,976	8,007	6,921
Paris	6,299	7,376	3,315
Geneva	2,256	3,089	1,619
Frankfurt	1,260	5,448	2,975
Bangkok	3,831	1,352	364
Hong Kong	6,372	4,400	132
Seoul	1,442	906	67
Sydney	3,011	5,855	1,060
Total	58,222	132,331	47,643

4 PROMOTIONAL MATERIAL

Table 33 Travel Literature Produced
in FY 1986

Name of Literature	Copies Printed (Unit : 1,000)
Japan-Images and Reflections (E)	100
Your Traveling Companion (E)	200
Economical Travel in Japan (E)	100
Your Guide to Japan (E.F.G.C.K.P.)	170
Tokyo (E.F.S.P.I.T.C)	330
Fuji-Hakone-Kamakura-Nikko (E.F.S.)	150
Kyoto-Nara (E.F.S.G.P.I.T.C)	275
Hokkaido (E)	30
Osaka-Kobe (E)	50
Tourist Map of Japan (E)	150
Tourist Map of Tokyo (E)	150
Tourist Map of Kyoto-Nara (E)	100
Hotels in Japan (E)	30
Japan Ryokan Guide (E)	20
Youth Hostels Map of Japan (E)	10
Railway Timetable (E)	50
Japan Travel Manual (E)	20
Poster: "Skyscrapers & the Shinjuku Gyoen National Garden"	10
"Kagamiishi"	10
"Traditional Kabuki Drama, Dojoji"	10
"Kinkakuji, Kyoto"	10
"Mt. Fuji & the Shinkansen"	10
"Jonomai"	7
1987 Calendar (E)	18
Tourism in Japan (E)	2

Abbreviation: E=English, F=French, G=German,
C=Chinese, K=Korean, S=Spanish,
I=Italian, P=Portuguese
T=Thai

In FY 1986, some ¥100 million was spent on the production and distribution of various promotional aids.

(1) Printed Material

In FY 1986, JNTO produced nearly two million copies of travel brochures maps, books, posters and a calendar as listed in Table 33. These copies were distributed free of charge to potential travelers and the travel industry abroad through JNTO's 16 overseas offices. They were also distributed to visitors from abroad through JNTO's 3 Tourist Information Centers (TIC) in Japan. In addition, JNTO produced 296,500 copies of travel bro-

chures of such tourist destinations as Hokkaido, Tohoku, Yamagata, Nagano, Chiba, Kobe and Kyushu in cooperation with the prefectural governments concerned and distributed them at home and abroad.

(2) Travel Films

The travel film is an important vehicle to motivate consumers to travel to Japan. JNTO has been producing one or two new 16 mm films every year. As illustrated in Table 36, all films produced were awarded at prominent international film festivals. In FY 1986, a new 35 mm color film, "Encounter with Japan," (20½ min.) was produced.

This film shows two young people on a budget holiday off the beaten track. Separately, they explore the countryside and the culture of several local cities. 40 prints of the film with a commentary in American English were produced in FY 1986.

Also produced during FY 1986 were 35 prints of "OSAKA, The Dynamic City," a 20 min. film completed in FY 1985 and narrated in British English, French, German, and Chinese, and 46 prints of other popular films. Table 34 lists JNTO travel films which are currently available on a free loan basis at JNTO overseas offices. During FY 1986, more than 9 million people around the world saw JNTO films.

Table 34 List of JNTO Travel Films
(All are available on a free loan basis)

Film	Produced in FY
Japanese Gardens	1973
Japanese Hand-Made Paper	1973
Bamboo	1974
Sports in Japan-Old and New	1975
Invitation to Tea	1976
This Year We Went to Japan	1977
Japanese Handmade Toys	1977
Summertime in Japan	1978
Southern Kyushu. Land of Fire	1978
A Cultural Journey into Japan	1979
The Shimmering Inland Sea	1980
JAPAN: Portrait in Sound	1981
Japan, Land of Enchantment	1982
Holiday in Japan	1982
Japan, Journey of Discovery	1983
Japan, Season by Season	1984
OSAKA, The Dynamic City	1985
Encounter with Japan	1986

Table 35 Number of JNTO Film Showings & That of Estimated Audience in FY 1986

	No. of Showings	No. of Audience
Through Overseas Offices	5,724	416,019
TV Showings	1,336	9,521,260
Through Film Showing Agencies	127	4,951
Total	7,187	9,942,230

(3) Photographs

In FY 1986, a total of 10,000 monochrome prints and color transparencies were added to the photo libraries at the JNTO head office and its overseas offices. They were loaned to media and travel trade people for illustrations in their travel articles or in their tour brochures.

(4) Video

In FY 1986, 169 video prints of various JNTO travel films were produced in total in both VHS and Beta formats and supplied to some selected JNTO overseas offices. These video prints were made available to consumers as well as to the travel industry abroad on a free loan basis. In addition, a monthly video-taped program, "Video Magazine of Japan" produced by the Nihon Koho Center, was shown on an hourly basis from Monday through Friday at the six JNTO overseas offices of New York, Chicago, San Francisco, London, Paris and Geneva.

5 CONVENTION PROMOTION

The Japan Convention Bureau was established in 1965 through the joint initiatives of local public entities, interested partners and organizations which supported the objectives of the Bureau.

In 1966, the Bureau was merged with JNTO and a convention promotion manager

Table 36 The Prizes Awarded to JNTO Films

Film	Prize & Contest
Japanese Handmade Toys	Fines Art Prize at 1979 International Travel Film Festival, Tarbes-Pyrenees, France
Summertime in Japan	Albert-Lamorisse Prize at 1980 International Travel Film Festival, Tarbes-Pyrenees, France
Southern Kyushu. Land of Fire	Travel Film of the Year Award at 1980 AFTA (The Australian Federation of Travel Agents) Film Festival
A Cultural Journey into Japan	Grand Prize at 1981 PATA Film Contest Special Prize at 1981 International Travel Film Festival Tarbes-Pyrenees, France Travel Film of the Year Award (Grand Prize) at 1981 AFTA Film Festival
The Shimmering Inland Sea	Regional Winner of the 1982 PATA Film Contest Travel Film of the Year Award at 1982 AFTA Film Festival
JAPAN: Portrait in Sound	First Prize at 1983 Travel Film Festival, So. Calif., Sports & Vacation Show AIRONE First Prize at 1984 International Biennale of Travel Film (Italy)
JAPAN: Land of Enchantment	Grand Prize at 1984 International Travel Film Festival, Tarbes-Pyrenees (France) Third Prize at 1984 International Festival of Tourist Films, Prague (Czechoslovakia)

was assigned in New York. Since then, JNTO has been making every effort to attract more international gatherings to Japan through JNTO's worldwide network.

The major activities of JNTO are as follows: (1) advertising and publicity to promote the image of Japan as a convention land and an incentive travel destination; (2) production of publicity materials including movies, slides and literature; (3) research and collection of information on forthcoming international meetings, exhibitions and fairs as well as convention facilities and services; (4) providing Japanese host committees with consulting service on planning and operation of conferences; (5) liaison with convention-minded local entities and organizations.

In FY 1986, JNTO produced the "International Congress Calendar" and the "Exhibitions and Events in Japan" written both in English and Japanese. Also, JNTO published the revised edition of "Convention Services Directory in Japan 1987/88" (English Edition). And "Japan: the Convention Cities" (English Edition) was newly published as a joint venture with the Japan Convention Promotion Council. It introduces the city feature, convention facilities, and services of the member cities. As a joint venture with Japanese travel industry people, JNTO organized familiarization tours for incentive house representatives as well as for convention decision makers, and invited two groups each from U.S.A. and Australia in 1986 (39 persons in total). JNTO also received key persons of several international associations on an individual basis for increasing their familiarity with Japan.

6 INTERNATIONAL COOPERATION

JNTO maintained close relationship with the following major world travel organizations: World Tourism Organization (WTO), East Asia Travel Association (EATA), Pacific Asia Travel Association (PATA), American Society of Travel Agents (ASTA), Confederacion de Organizaciones Turisticas de la America Latina (COTAL), International Congress and Convention Association (ICCA) and Union of International Associations (UAI).

In cooperation with the Government and the Japan International Cooperation Agency (JICA), JNTO receives trainees from developing countries every year and gives professional lectures on international tourism. (For details, refer to page 25)

JNTO's joint promotional activities are as follows:

(1) East Asia Travel Association (EATA)

EATA is a regional tourist promotion body

comprising national tourism organizations, air carriers, travel agents associations of six East Asian countries and territories, namely: Hong Kong, Japan, Korea, Macau, Taiwan and Thailand. The EATA Secretariat, whose office is located at JNTO's head office in Tokyo, supervises and coordinates the activities of this Association.

Since its establishment in 1966, EATA had focused its efforts on marketing in the European travel market until FY 1970 when EATA expanded its marketing efforts to the North American continent so as to have exposure in this affluent market. EATA further expanded its activities to the Australia/New Zealand market in 1974.

EATA currently has seven chapters: North America East Coast Chapter (New York), North America Central Regional Chapter (Chicago), North America West Coast Chapter (San Francisco), Australia/New Zealand Chapter (Sydney), United Kingdom Chapter (London), Central European Chapter (Frankfurt) and French Chapter (Paris).

During FY 1986/87 (July '86-June '87), EATA carried out a variety of marketing activities through the above chapters, which included the following.

a) Seminars and Other Presentations for Travel Trade —

Organized seminars and other types of trade-oriented presentations in:

North America — Montreal, Baltimore, Philadelphia, Hartford, Des Moines, Cleveland, Detroit, Chicago, Houston, San Diego, Calgary, Edmonton, Vancouver, San Jose, Fresno, Tucson, Phoenix, Los Angeles, Santa Barbara, Hawaii

South America — Mexico City

Australia/New

Zealand—

Europe—

Perth, Sydney
London, Peterborough,
Leicester, Southampton,
Glasgow, Swindon,

Lausanne, St. Gallen,
Zurich, Graz, Vienna,
Linz, Ravensburg,
Heidelberg, Kiel

b) Travel Fairs/Shows----

Participated in fairs/shows as follows:

North America.— 33 fairs/shows such as
PATA Travel Emporium,
Travel Market Place,
ACTA Travelfest,
Detroit News Travel Show,
Minneapolis News Travel
Show

Australia/New

Zealand—

Europe—

Jet Set Fair in Perth
World Travel Market
(London), Travel Trade
Workshop (Montreux),
Tep Resa (Deauville),
Mahana (Lyon), CMT '87
(Stuttgart), CBR '87
(Munich), Köln-Bonner
Reisemarkt

EATA furthermore exerted constant efforts to reach consumers as well as the travel trade, and also media of major countries in the world through press conferences, news releases, film loan and information service.

JNTO, as one of the founding members, has taken an important role in EATA since its inception. JNTO provides the Secretariat office and part of its staff.

(2) Pacific Asia Travel Association
(PATA)

JNTO, as one of the founding members of PATA, has been a most active supporter of the Association's aims and ideals. JNTO's contribution to PATA is significant financially as well as in terms of tourism promotion in the Pacific-Asia region. On the other hand, JNTO's efforts to encourage travel to Japan in overseas markets are greatly assisted by PATA's various marketing and P.R. activities.

PATA is in the process of reconstruction in order to further foster membership communication as well as to promote tourism of the region more effectively. One of its reforms is to install

the Japan Representation with a view to keeping in close touch with the increasingly important Japanese market in terms of outbound tourists.

PATA's Japan Chapter, renowned as one of the most active chapters in the world, is actively promoting tourist traffic between Japan and other destinations in the Pacific-Asia region. Its secretariat is located in the headquarters of JNTO, which plays a leading role in the Chapter. The Chapter membership as of April 30, 1987, totals 201, comprising 16 national tourist offices, 17 carriers, 55 travel agencies, 79 hotels, and 34 press and other members.

In FY 1986, the Japan Chapter devoted the most of its energy to the preparation for the PATA 1987 Annual Conference (shortened to PATA '87) to be staged in Osaka and Kyoto in May, 1987.

Centering the Chapter's activities around the preparation for PATA'87, the Japan Chapter undertook the following activities during FY 1986 (April, 1986—March, 1987).

a) The PATA 1987 Annual Conference Host Committee, consisting of the Japan Chapter members, have been conducting various preparation activities. At PATA'86 in Kuala Lumpur, the Japan Chapter hosted "Japan Night" in cooperation with PATA'87 Osaka and Kyoto Host Committees in order to attract participants to PATA'87. A considerable effort has been made in publicizing "economical Japan" to cope with the public fear caused by the abrupt yen appreciation. Distributing promotional materials and holding inbound seminars for overseas PATA members played a major role for this purpose.

b) The Japan Chapter conducted the Mini Trade Shows in Sydney, Melbourne, and Brisbane with the help of local PATA Chapters at the end of January, 1987. Then, in early March, another occasion was provided for Mini Trade Shows in Taipei, Hong Kong, and Bangkok. All of these were primarily aimed at the promotion of PATA'87. The Australian mission consisted of 12 Chapter members and the Asian mission, 6 Chapter members.

- c) FY 1986's Outbound Travel Promotional Program Series featured Malaysia. The Japan Chapter conducted a fact-finding tour into newly developing resort areas and subsequently educational seminars, which were based on the findings by tour participants (representatives of selected member travel agencies and news media), were initiated. Another planned activity, "Overseas Convention Seminar," did not materialize in the form of a seminar due to the lack of an invitee list, but it did in the form of participation in the International Business Travel Show from March 10 through 14 in Tokyo. Most of the visitors to the show consisted of prospective business travelers to overseas countries.
- d) The Japan Chapter cooperated with the PATA Secretariat in subscribing to the Japan Market Study jointly among Chapter members.
- e) The Japan Chapter has annually been organizing an Out-of-Country Workshop. This program started in 1981 in order to help the members of other PATA chapters gain professional marketing knowledge and first-hand experience by actually inviting them to major tourist spots of Japan. However, despite full preparation on the Japan Chapter's side, the workshop fell through due to lack of applicants.
- f) The PATA Japan Chapter Newsletter was issued three times during FY 1986. The newsletter served to keep Chapter members well-informed on PATA activities as well as to promote participation in PATA 1987 Annual Conference.

PACIFIC ASIA TRAVEL ASSOCIATION 1987 ANNUAL CONFERENCE

PATA's largest event, the annual conference, was staged in Osaka and Kyoto from May 17 to 21 in 1987, under the theme "Tomorrow's

Tourism — Technology and Tradition." Besides administrative topics, the conference attempted to better understand and foresee the impact of technological advance (especially the computer network system) upon the tourism industry.

The number of registrations totaled 1,519, including 1,153 delegates, 258 spouses, and 108 journalists. They came from over 40 countries. Among them were more than 350 delegates from Japan. This was a greater turnout than expected at the time of the yen appreciation. Behind this result was effective promotional efforts overseas and the attractiveness of the Japanese market for foreign buyers.

Major programs:

- May 17 Welcome Reception
- 18 Opening Ceremony
Disney Luncheon
Technology Sessions
Allied/Associate Dinner
- 19 Members Forum
Technology Sessions
Kansai Night
- 20 Moving from Osaka to Kyoto
Members' meetings by category
Kyoto Study Tours
Thailand Night
- 21 Tradition Sessions
Closing Ceremony
Kyoto Sayonara Reception

The conference played an instrumental role in developing international exchange and understanding in the area of tourism between Japan and the rest of the Pacific Asia region.

It also provided a starting point of international tourism promotion of the Kansai region, which has not been well-known outside of Japan except for Kyoto.

Preparation and execution of the conference entailed close and effective co-ordination between the public and private sectors. Therefore, the conference helped to establish the way of cooperation between the two sectors for overseas tourism promotion and the attraction and staging of conventions.

(3) American Society of Travel Agents (ASTA)

Japanese major travel agents, hoteliers and other travel-related firms belong to ASTA, which is considered to be as important as PATA in terms of opportunities provided for the promotion of international tourism in Japan. The ASTA Japan Chapter was formed in October, 1974.

The main activities of the Japan Chapter include sales promotion at the time of ASTA World Congress. Some 50 ASTA Japan Chapter members attended the World Congress held in Singapore from September 21 to 27, 1986 and set up a Japan Booth jointly with JNTO at the travel trade show organized in conjunction with the Congress. The theme chosen for the Japan Booth was Sakura Matsuri (or Cherry Blossom Festival). The booth featured a huge flowering cherry tree with brightly colored banners, lanterns and other traditional accoutrements of festival time in Japan.

(4) Japan-Korea Tourism Promotion Council

With the purpose of promoting mutual cooperation between Japan and Korea in the field of international tourism, the Japan-Korea Tourism Promotion Council was established by the Japan National Tourist Organization and the Korea National Tourism Corporation (KNTC) in 1971. After ten meetings of the Council held in Japan and Korea until 1985, the Council was upgraded to inter-governmental level in 1986. The first Japan-Korea Tourism Promotion Council at the inter-governmental level was held in Tokyo on November 25, 1986 and discussed the following matters:

a) Tourist Promotion Policies

Specific plans and measures were elaborated on by both sides. Those highlighted by the Japanese Government included the "New Sites of Discovery", promotion of conventions and measures to cope with the appreciation of the Japanese yen.

b) School Excursion to Korea

It was pointed out that excursions to Korea, organized for the students of Japanese

private high schools had grown significantly with over 20,000 students visiting the country in 1986. The Korean Government requested the Japanese Government to take the initiative in lifting the restrictions so that the public high school students can also travel in the same fashion. While pledging to study what can be done in lifting the restrictions on excursion periods imposed by the Prefectures, the Japanese Government requested the Korean Government to take measures in lowering travel costs, which might stimulate the public high schools' excursions to Korea.

c) Joint Promotion for '88 Seoul Olympic Games

It was agreed that JNTO and KNTC continue to discuss effective means of cooperation for this purpose.

d) Incentive Tours to Korea

The Japanese Government informed the meeting that such relevant measures were under study by the Government agencies concerned as (1) tax exemption for incentive tours for morale-boosting of corporate employees, and (2) an increase in the total monetary value of foreign products which the Japanese tourists are allowed to bring back home duty-free.

7 RECEPTION SERVICES FOR FOREIGN VISITORS

(1) Tourist Information Centers

At the Tourist Information Centers (TICs), a wide variety of information on travel in Japan as well as on Japanese culture, industry, manners and customs is available free of charge to all visitors from abroad.

In addition, the TICs offer such services as (1) introduction and arrangements for a "Home Visit" to which tourists can visit (except Kyoto TIC), (2) operations of the Teletourist Service, (3) operations of the Japan Travel-Phone, (4) liaison with "i" offices. However, reservations are not handled by

TICs. The number of inquiries received at TICs is given in Table 37. It should be noted that the number of young visitors to TICs is increasing year by year, representing approximately 50 per cent of all the visitors. Inquiries for information on budget travel and reasonable accommodations are increasing.

At the Tokyo Office, the "Teletourist Service" offers tape-recorded travel information, mainly on major calendar events held in and around the Metropolis. By dialing 503-2911 or 503-2926, information is given in English or French respectively. "Teletourist Service" in Kyoto, given in English at present, is available by dialing (075) 361-2911. Foreign visitors can obtain information on attractive events in this ancient capital city. This service is available 24 hours a day throughout the year.

Table 37 Number of Inquiries Handled
by TICs April 1986 - March 1987

	Visitor	Telephone	Letter
Tokyo Office	100,907	35,805	972
New Tokyo International Airport Office (Narita)	30,374	940	45
Kyoto Office	80,649	22,834	276
Total	211,930	59,579	1,293
Teletourist Service	English 40,593	French 12,926	

(2) National Examination for Guide-Interpreters

In accordance with the amendment of the Japan National Tourist Organization Law in December, 1983, JNTO accepted the task of conducting the national examination for guide-interpreter candidates entrusted by the Minister for Transport.

(3) Relief of the Language Problem

Acknowledging that one of the biggest problems for foreign visitors coming to Japan is the language barrier, JNTO initiated the following activities to ease the language problem encountered by foreign visitors during their stay in Japan:

a) Good-will Guide Movement

The purpose of this movement is to help foreign tourists in case they have some problems on the street or in other public facilities. Each of the "Good-will Guide" participants is given a "Good-will Guide" badge and a "Good-will Guide" handbook. The total number of the registered "Good-will Guides" is 24,939 persons as of March 31, 1987.

b) Publication:

Mini-Guides

In addition to the ordinary travel brochures, JNTO also produces and distributes a series of "mini-guides" designed to serve as sources of detailed practical information. These mini-guides include "Walking Tour Courses" in major tourist areas including Tokyo and Kyoto, special interest guides and a guide to inexpensive accommodations.

In FY 1986, 31 kinds of mini-guides were printed mainly for foreign tourists after arrival in Japan.

Tourist's Handbook

The Tourist's Handbook, subtitled "Practical Ways to Relieve Your Language Problem," is designed to help foreign visitors (who have no knowledge of the Japanese language) communicate with Japanese (who may have little understanding of English). Foreign visitors and Japanese are enabled to communicate by pointing in turn to corresponding English or Japanese equivalent question and answer phrases relevant to various situations. 15,000 copies were produced in FY 1986.

(4) Promotion of Use of Reasonably Priced Accommodation Facilities, etc.

a) Seminars for Better Reception Services

In FY 1986, for the purpose of establishing better reception services for foreign tourists, JNTO conducted a series of seminars in four major cities for employees working at reasonably priced accommodation facilities and restaurants. During the seminars, participants received lectures from professional travel experts on the subjects ranging from the "Concept of International Tourism and Reception Services" to "How to Accommodate Foreign Tourists."

b) Lists of Pensions and Minshukus Suitable for Foreign Visitors

With the cooperation of the local governments, 231 pensions (resorts type accommodation) and 271 Minshukus (Japanese family style inns) have been respectively registered with JNTO as "Kokusai Kanko Pension" (literally "International Tourist Pension") and "Kokusai Kanko Minshuku" as of June, 1987. These facilities welcome visitors from abroad at reasonable rates.

(5) "i" System

Since FY 1981, JNTO has been studying the possibility of making available for foreign visitors existing tourist information offices operated by local public entities for the purpose of establishing a nationwide network of tourist information service named "i" system. As of June, 1987, 32 tourist information offices operated by the local public entities in the 19 cities of Sapporo, Sendai, Nikko, Yokohama, Atami, Matsumoto, Nagoya, Kanazawa, Osaka, Nara, Kobe, Okayama, Hiroshima, Fukuoka, Beppu, Nagasaki, Kumamoto, Miyazaki and Kagoshima have been made available for foreign visitors.

In FY 1986, JNTO studied the possibility of expanding the "i" network on a consignment basis from 5 cities of Aizu-Wakamatsu, Matsumoto, Toyama, Matsuyama and Naha.

A special seminar was also organized in Tokyo by JNTO for information officers working at the tourist information offices in the above cities.

Furthermore, JNTO produced a brochure explaining the location and its surroundings of "i" information offices.

(6) Assistance to Local International Tourism Development

a) Assistance to Local International Tourism Development

To meet the need of promoting international tourism in local areas, JNTO offers various services to local tourist offices, hotels, restaurants and other travel related industries by conducting seminars and tourism surveys, pro-

ducing tourist brochures, coordinating Goodwill Guides activities and enhancing "i" networks, etc.

b) Brochure: "New Sites of Discovery in Japan"

In order to introduce the "New Sites of Discovery" designated by the Ministry of Transport, this 20-page brochure was published. Each page features one new site with tourist information such as access and places of interest.

c) Manual of Tourist Information Boards and Signs

With the cooperation of various government sectors, JNTO devised standards and hints for producing information boards and signs for tourist from abroad.

The Manual, published in Japanese, is designed especially for local governments or corporations which are interested in furnishing bilingual signs and boards for the purpose of alleviating various inconveniences experienced by tourists not familiar with the Japanese language.

(7) Japan Travel-Phone

JNTO inaugurated the Japan Travel-Phone on April 1, 1982. This nationwide service enables foreign visitors to obtain, free of charge, all kinds of travel-related information in English from information officers stationed at TIC. They are requested to take the following procedures to utilize the Phone:

- Outside Tokyo and Kyoto (free-of-charge)
Dial 0120-222800 for information on eastern Japan or 0120-444800 on western Japan.
- Inside Tokyo and Kyoto (Not free of charge)
Dial 502-1461 for Tokyo TIC
Dial 371-5649 for Kyoto TIC

This service is available 7 days a week including Sundays and national holidays from 9:00 a.m. to 5:00 p.m. In FY 1986, 64,632 foreign visitors used this service.

8 ACTIVITIES FOR JAPANESE OVERSEAS TOURISTS

JNTO has been additionally given by the Government a unique assignment since 1979. This assignment was designed to offer services necessary for the smooth travel of Japanese overseas travelers.

As part of the services, JNTO offered information on overseas affairs including security, manners, customs, sanitary conditions, etc. for both the Japanese traveling public and the travel industry.

Based on the amendment of JNTO Law in June, 1985, however, JNTO has confined its activities for Japanese overseas tourists to supplying them with information on the safety of travel. ("Information on the safety of travel" means useful information such as that on crime and hygiene necessary for Japanese overseas tourists to travel safely and to avoid becoming involved in trouble).

The following were major activities relating to this project during FY 1986.

(1) Public Relations Activities

a) Distribution of Illustrated Leaflet for Japanese Travelers Abroad

In 1986, JNTO published a new illustrated leaflet titled "MEDE MIRU ANZEN NA TABI NO HINTS" (literally "Hints For Your Safe Journey Abroad With Illustrations"), instead of the "PR Card" heretofore in use.

This leaflet aims to prevent difficulties from occurring, which Japanese travelers will meet during their overseas trip, and is illustrated to make the general hints for safe travel abroad easier to cope with.

In FY 1986, JNTO printed 350,000 copies of the leaflet and distributed them to Japanese travelers at major international airports, i.e. New Tokyo International Airport (Narita), Osaka Airport, Fukuoka Airport and at the Tokyo City Air Terminal. In addition, the leaflets were made available abroad through JNTO's overseas offices.

b) Publicity through Travel Publications

As in the previous year, JNTO encouraged Japanese publishers of leading travel magazines and travel guide books to mention the JNTO's services in their publications. In 1986, more than 30 travel publications referred to the JNTO's services.

c) Newsletter on Japanese Overseas Travel

JNTO publishes a newsletter titled "KAIGAI RYOKO JOHO" (literally "Information on Overseas Travel") and distributes it to the travel trade as well as news media. The newsletter carries several examples of accidents or troubles, which Japanese travelers actually encountered during their overseas trips, for trade people's reference.

The newsletter was issued six times during FY 1986.

(2) Travel Assistance and Consulting Service for Japanese Travelers

a) Production and Distribution of Guide Booklets

During FY 1986, JNTO produced a series of guide booklets titled "ANZEN NA TANOSHII TABI NO TAMENI" (literally "For Your Safe and Comfortable Journey Abroad"), which covered 9 different overseas destination areas. These booklets, which are for distribution to Japanese travelers, contain the following information:

- 1) General information on each country or area.
- 2) Advice on health control and sanitary situation in each country or area.
- 3) Hints on special attentions to be paid and manners to be observed at each locality.
- 4) Useful information on the locality concerned.
- 5) Lists of local facilities and establishments which Japanese travelers may utilize in emergency cases.
- 6) "DOs" and "DON'Ts" at the respective localities.

During FY 1986, 425,000 copies of the booklets were printed in total.

Table 38 List of Booklets for Japanese Overseas Travelers

(Titles/Editions)	(Cities/Areas covered)
Eastern and Central USA	New York, Washington D.C. Boston, Chicago, Dallas & New Orleans
Western USA and Hawaii	San Francisco, Los Angeles and Las Vegas Honolulu, Islands of Hawaii Maui and Kauai
Canada	Vancouver, Canadian Rockies, Toronto, Montreal
Mexico	Mexico City, Acapulco, Taxco
Brazil	Sao Paulo, Rio de Janeiro
Europe	London, Paris, Rome, Geneva Frankfurt, Madrid and Athens
Southeast Asia	Bangkok, Singapore Kuala Lumpur
Hong Kong/ Macau	Hong Kong and Macau
Australia	Sydney and Melbourne

b) Assistance by the Overseas Offices for Japanese Travelers

Table 39 Number of the Persons Attended by JNTO Offices (FY 1985/86)

JNTO Overseas Offices	Total No. of Cases Handled	
	FY/1985	FY/1986
New York	914	1,091
Dallas	105	73
Chicago*	282	266
San Francisco	76	117
Los Angeles	841	245
Honolulu**	204	-
Toronto*	36	50
Mexico City	274	260
Sao Paulo	23	16
London*	5,216	5,127
Paris*	1,803	1,309
Geneva*	1,294	1,108
Frankfurt	626	938
Bangkok*	520	515
Hong Kong	92	93
Sydney	19	31
Seoul	8	66
TOTAL	12,333	11,305

* Located on the ground floor.

** Closed in September, 1985.

JNTO's overseas offices provide necessary assistance to Japanese travelers who are in trouble and visit those offices for help.

The number of cases handled by the over-

seas offices during FY 1986 is shown in Table 39.

9 RESEARCH AND STATISTICS

(1) A Study of the Foreign Travel Markets

In FY 1986, JNTO made a comprehensive market study of the United Kingdom, adding to the study of FY 1985, which consisted of the ten major travel sources destined for Japan: Korea, Taiwan, Hong Kong, Thailand, Canada, Brazil, France, West Germany, Switzerland and Australia.

The information on the tourism administration of the United Kingdom and the activities of the British Tourist Authority were also included in the study.

The study revealed:

- General background of the market, i.e. population, economics, holiday seasons, etc.
- Characteristics in their foreign travel activities, such as change of the number, purpose, destination, etc.
- Characteristics of their Japan travel reactions, such as number, visited places, impressions of tourist attractions, etc.
- Travel trade business, travel trade laws, analysis of the package tours for Japan and the Orient, detailed information on travel agents, etc.

(2) Surveys of Foreign Visitor's Travel in Japan

In FY 1986, JNTO conducted two kinds of "sample surveys" on foreign visitors to Japan. One was to grasp their visited places in Japan and their impressions about tourist attractions and places. A total of 3,436 foreign visitors, who were to leave Japan from the New Tokyo International Airport (Narita) and four other airports of Tokyo (Haneda), Osaka, Fukuoka and Naha, were interviewed in four seasons.

Another was the survey on the expenditures by foreign visitors to find out the impact of the appreciating Japanese currency on the spending habits of visitors to Japan. The survey was conducted with 641 foreign visitors departing from the New Tokyo International Airport and Osaka International Airport.

(3) Statistics

JNTO collected and analyzed statistical data on international tourism issued by the Ministry of Transport, the Ministry of Justice, the Bank of Japan, foreign national tourist offices and other tourism-related organizations. It produced an annual statistical report, "Statistics on Tourism - Japan" and ran various analyzed statistics in the JNTO's publications.

(4) Documentation on Tourism

JNTO published its research reports and statistics on international tourism, and distributed them to the organizations concerned at home and abroad.

For the benefit of the travel trade and official organizations in Japan, valuable materials on world tourism in foreign languages were translated into Japanese and published in the JNTO's periodicals.

10 BASIC POLICY FOR FY 1987

The number of visitors to Japan in 1986 recorded a minus 11.4% over the previous year. This is a decrease record for the third time after the World War II, owing to the reaction to the increased arrivals induced by TSUKUBA EXPO '85 and to the continuous appreciation of Japanese yen value since September, 1985. This up-valuation of the yen is expected to continue in the year to come, putting Japan in quite unfavorable circumstances compared with competing nations. Therefore, JNTO will make its upmost efforts to recover the travel demand to Japan, with the strengthened cooperation of the industries related.

With the backgrounds of Asian countries' substantial economical growth in these years, the twenty-first century is regarded as "the Pan-Pacific Era." Airlines are extending their new routes to the Pacific Region. In 1987, two U.S. major airlines and one U.K. airline will fly their new routes into Japan. The opening of new routes and the expansion of transport capacities in Japan and its surrounding countries are expected. This expansion will let the airlines concerned make efforts to develop new travel markets and to enlarge the travel demand. Under these circumstances, JNTO, with its close connection with airlines, travel trade, etc., will further promote various overseas activities for tourist promotion including such publicity activities as on the countermeasures against the rise of yen; on Japan's safety, hygienic and clean environment, and good hospitality; on new tourist attractions, and the like.

In Japan, with the atmosphere of internationalization in local public entities and with the designation of the "New Sites of Discovery" international tourist areas by the Ministry of Transport in March, 1986, the foreign tourist reception services in the local districts were greatly improved in 1986. In addition, as one of the local activation programs, convention promotional activities in the local areas were positively carried out. In 1987, JNTO will not only actively cooperate in these activities by the local governments, but also further implement such of JNTO's own activities as the betterment of tourist reception services and international convention promotion.

In 1986, in the fields of travel and sight-seeing, information service activities by the "new media" equipment and its systematization were promoted at a nationwide level. In the year to come, JNTO will make efforts to build up both the data-base of tourist information for foreign visitors, which it possesses, and the information service system, while strengthening information collecting and providing services in Japan and overseas.

As there still exist various economical or cultural frictions, etc. between Japan and other countries, JNTO has to further fulfill its important role in promoting mutual under-

standings between Japan and other nations through the promotion of tourist traffic. JNTO will exert its utmost efforts to further expand and effectively implement its activities, so as to alleviate the various frictions.

The following are the priority projects for FY 1987:

1. Overseas Promotional Activities

The 1987 target number of foreign arrivals which JNTO is aiming at, is 2,160,000, a 5% increase over the previous year. And the priority destinations for promotion will be the new tourist places of the "New Sites of Discovery" tourist areas continuously from 1986. In 1987, especially Okayama, Kurashiki, Kagawa and their environs will be spotlighted for the completion of the Seto Ohashi Bridge in March, 1988. To cope with the rise of the yen value, introducing new tourist attractions in Japan can be considered as one of the effective means of tourist promotion.

Featured in publicity activities, in addition to the distribution of the economical travel literature to cope with the yen up-valuation, also estimated in 1987, are: 1) introduction of such budget means of travel in Japan as the Japan Rail Pass, the discount hotel and air combination coupons or packaged tours, JNTO's listings of reasonable accommodation facilities in Japan, comparatively low-priced hotel rates in local cities, etc; 2) the publicity of such major events, exhibitions and international congresses in Japan as "The 1987 PATA (Pacific Asia Travel Association) Annual Conference in Japan," "The Tohoku-of-the Future Exhibition," "The 6th Japan Congress of International Travel," "Seto Ohashi Bridge Expo '88," "Silk Road Exposition, Nara 1988"; 3) effective promotions to meet with the respective travel market; - Tokyo Disneyland, Japan in Winter, etc.

Specifically, the following activities are included for FY 1987;

(1) Intensified Publicity via the Mass Media

As one of the priority projects, JNTO has been making effective promotion via overseas important mass media. Since the high price

image of commodities in Japan has been caused by the yen's up-valuation, such publicities as the introduction of the economical ways of a Japan trip, new tourist attractions in Japan, etc. through important mass media and travel papers, should be intensified.

(2) Joint Promotion with Neighboring Countries

To attract more tourist arrivals to Japan in the future, the promotion of tourist traffic, not only to Japan, but also to other Asian destinations is essential. JNTO will not only promote such joint publicity activities as with EATA (East Asia Travel Association), PATA, and so on, but also deepen its relationship with neighboring nations.

(3) Expansion of Joint Work with Local Public Entities or Tourism-related Trade

The number, content and scale of JNTO's joint work with local public entities or tourism-related trade have been on the increase year by year. For JNTO activities' further expansion in the future, as the closer cooperation with these local public entities and related industries is quite indispensable, those joint or contracting work activities will be expanded.

2. For Successful 1987 PATA Annual Conference in Japan

The PATA Annual Conference to be held in Osaka and Kyoto in May, 1987, is very important in attracting the participation of national tourist offices, airlines, travel agents, hoteliers, related organizations, press, etc. from the world. JNTO will not only publicize the conference and promote participation, but also will inform the participants from overseas of Japan's attractions at the convention-hosting country and Japanese tourist enchantment itself. This will help in the future to promote international conferences, etc. and foreign arrivals to Japan.

3. Convention Promotional Activities

To achieve local activation and human international exchanges, the promotion of such conventions as conferences, events, etc. is one of the major measures taken by the Ministry of

Transport and local public entities. JNTO also has been making efforts in promoting international conferences over a long period. In the years ahead, as a means of promoting foreign visitors to Japan constantly and human international exchanges, JNTO will reinforce such activities as to invite conventions to Japan and to promote conventions themselves. This includes the development research on international convention promotion system; joint participation with the local public entities, etc. in convention trade show; dispatching of convention seminar mission and so on.

4. Betterment of Reception Services for Foreign Visitors

In 1987, as well as in 1986, JNTO will positively and cooperatively assist with the local public entities for their adjustment to the concept of the "New Sites of Discovery" model international tourist areas. And greater efforts will be made to various activities for improving reception services for foreign visitors; namely, the expansion of "i" information centers network, improvement of model directional and explanatory signs, etc. for foreign tourists; dissemination and promotion of the "Good-will Guide" movement; giving seminars for better reception services; enlargement of Home Visit System; introduction of the system for experiencing Japanese culture, etc.; carrying out a survey on budget restaurants suitable for foreign visitors; and so on.

5. Strengthening of International Cooperation and International Exchange Activities

It is indispensable for Japan to strengthen such activities as to keep international harmony through intensified international cooperation and to enlarge international human exchange, in order to lessen the frictions between Japan and other countries and to keep Japan's stable position in the international society. With this as a background, JNTO from now on will cooperate in or implement these activities in tourism, such as the development projects in the tourism developing countries, the Japanese Governmental "Action Program," etc. as much

as possible.

JNTO will also cooperate in it positively, as the Japanese Government plans to participate in "International Exposition on Leisure (World Expo 88)" scheduled from April 20 to October 30, 1988 in Brisbane, Australia.

6. Effective and Reinforced System of Information Service

With the development of the "new media" information service system, JNTO will make efforts to build up data-based various information for foreign tourists and the information supply system. In the local areas with "i" information centers, foreign tourist information services will be improved in the support of JNTO. Not only in Japan but also in foreign countries, JNTO will also strengthen its information collecting and providing activities, as well as its survey and research activities.

UNITED STATES DEPARTMENT OF JUSTICE
REGISTRATION UNIT
CRIMINAL DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your supplemental statement:

1. Is your answer to Item 16 of Section V (Political Propaganda - page 7 of Form OBD-64 - Supplemental Statement):

Yes _____ or No X _____

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

Yes X see attachment or No _____

(If your answer to question 2 is "yes" please forward for our review copies of all such material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Seiji Noma
Signature

Feb. 12 1991
Date

Seiji Noma

Please type or print name of signatory on the line above

Dputy Director

Title

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